Generative AI for Sales Professionals

Course Duration: 1 Day (08 hours)

Target Audience: Sales Professionals

Course Outcomes:

- Understand the basics of ChatGPT & prompting
- Refine sales pitches with effective prompts
- Create visually appealing sales content using DALL.E 2 / Bing
- Reduce bias and ensure reliable prompts in sales

Module 01: Introduction to Prompting and ChatGPT for Sales

1.1 Basics of Prompting

1.2 Introduction to ChatGPT and Its Benefits for Sales

1.3 ChatGPT Capabilities for Sales Tasks

1.4 Key Concepts of GPT-3.5 for Sales Applications

1.5 Demo: Creating ChatGPT Account (free tier only)

Module 02: Applications of Effective Prompting in Sales

2.1 Sales Pitch Refinement - Crafting Compelling Product/Service Descriptions

2.2 Personalized Customer Interactions - Tailoring Responses to Customer Queries

2.3 Cold Outreach - Crafting Effective Cold Sales Emails

2.4 Overcoming Objections - Handling Customer Concerns and Questions

2.5 Follow-up Communication - Prompting Techniques for Continuous Engagement

Module 03: Different OpenAI Applications for Sales

3.1 GPT-3.5 Playground – Customizing ChatGPT for Sales Scenarios

3.2 DALL.E 2 / Bing – Creating Visual Sales Content and Product Images

3.3 Image Prompting in Sales - Engaging Customers with Visuals

Module 04: Enhancing Prompt Reliability for Sales

4.1 Reducing Bias in Sales Communication - Promoting Debiasing Techniques

4.2 Building Confidence in Sales Prompts - Ensemble Learning Approaches

==

Note: that the content in each module will be tailored to meet the specific needs and challenges faced by sales professionals. Real-world sales examples will be included to enhance learning