

Generative AI for Sales Professionals

Duration: 1 day (08 hours)

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Module 01: Introduction to Copilot

- What is Copilot
 - Overview and Background
 - User-friendly Features

Module 02: Copilot for Sales Professionals

- Enhancing Customer Interactions
 - Personalizing Customer Engagement
 - Improving Response Time

Module 03: Use Cases of Copilot in Sales

- Lead Generation (Data Visualization)
 - Identifying and Engaging Potential Leads
- Personalized Sales Pitches
 - Customizing Messages for Prospects
- Customer Support (Customer Discussions or Reviews)
 - Providing Instant Support
 - Reducing Response Time
- Sales Forecasting (Predictive Analytics)
 - Analyzing Sales Data
 - Predicting Trends
- Automating Follow-ups (Only theory because integration of GenAI tools is required in organization system, not possible)
 - Setting Up Automated Emails
 - Benefits of Automation
- Market Research (Connecting to Organization Data – RAG)
 - Gathering Market Insights
 - Analyzing Competitors
 - Improving Skills

Module 04: Prompting for Using Copilot in Sales

- Crafting Effective Prompts
 - Writing Clear Prompts
 - Examples of Good Prompts
- Training and Roleplay (Prompting Techniques)
 - Simulating Client Interactions
- Responsible AI
 - Design Principles for Responsible AI
 - Government Compliances

Module 05: Real-World Examples and Case Studies

- Success Stories
 - Detailed Case Studies
 - Impact on Sales Performance
 - Common Challenges and Solutions

Module 06: Future Scope of Generative AI in Sales

- Future Trends in AI and Sales
 - Emerging Technologies
 - Predictions for the Future of Sales