

KOENIG SOLUTIONS · COURSE OUTLINE

Sales Process AI: Process Mapping & ChatGPT

Learn to map, refine and implement sales processes, and apply ChatGPT to strengthen customer interactions and pitches.

1 Day

8 HOURS A DAY

5

MODULES

18

TOPICS

2

HANDS-ON ACTIVITIES

COURSE OVERVIEW

This course looks at how to analyse current sales processes, identify bottlenecks and define clear, well-documented steps aligned with business objectives. It then introduces ChatGPT and its practical applications in sales, including crafting pitches and personalising customer responses. Attention turns to implementing new processes, training staff, and monitoring effectiveness through key performance indicators and continuous improvement techniques. Case studies and hands-on exercises reinforce process mapping and the use of ChatGPT in sales scenarios.

WHO THIS COURSE IS FOR

Sales Representatives

Sales Managers

Sales Operations Staff

Customer Service Representatives

Process Improvement Specialists

LEARNING OBJECTIVES

- Improved understanding and implementation of sales processes
- Enhanced ability to handle customer transactions effectively
- Increased efficiency in daily sales operations

5 Modules, 18 Topics

01

Introduction to Sales Process Improvement

OVERVIEW OF SALES PROCESSES

Importance of well-defined sales processes · Common challenges and gaps in sales processes

IDENTIFYING AND ANALYZING CURRENT PROCESSES

Tools and techniques for process analysis · Identifying bottlenecks and inefficiencies

02

Developing Clear Sales Processes

DEFINING KEY SALES PROCESSES

- Steps for creating clear and effective sales processes
- Documenting sales processes

BEST PRACTICES FOR SALES PROCESS DEVELOPMENT

- Aligning processes with business objectives
- Ensuring consistency and compliance

03

Integrating Generative AI in Sales Processes

BASICS OF CHATGPT AND ITS BENEFITS FOR SALES

- Introduction to ChatGPT and its applications
- How ChatGPT can support sales processes

PRACTICAL APPLICATIONS OF GENERATIVE AI

- Crafting effective sales pitches and responses using ChatGPT
- Enhancing customer interactions with personalized responses

04

Process Implementation and Continuous Improvement

IMPLEMENTING NEW SALES PROCESSES

- Strategies for successful implementation
- Training and onboarding staff

MONITORING AND MEASURING PROCESS EFFECTIVENESS

- Key performance indicators (KPIs) for sales processes
- Continuous improvement techniques

05

Case Studies and Practical Exercises

REAL-WORLD EXAMPLES

- Analyzing successful sales process improvements
- Lessons learned from industry examples

HANDS-ON EXERCISES

- 01 Process mapping and improvement exercises
- 02 Using ChatGPT for practical sales scenarios

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

Classroom Training

Live Online Classes (ILO)

Fly-Me-A-Trainer (FMAT)

Flexi (Self-Paced)

1-on-1 Training

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