

KOENIG SOLUTIONS • COURSE OUTLINE

DW-340 AI-Powered Selling

Learn to build customer relationships, lead value-based conversations, and showcase solutions using AI-powered selling techniques.

4

MODULES

21

TOPICS

COURSE OVERVIEW

This course covers building transformative customer relationships through listening, exploring context, storytelling, and co-creating a shared vision, guided by the MCEM and MAPS frameworks. It then addresses strategizing to identify solutions and close opportunities, including value selling, the Seven Elements, relationships and communication, and the circle of value. It continues with leading value conversations by researching the customer and industry, developing a value story with potential KPIs, and building a business case. Finally, it covers showcasing technology and value through technical storytelling, crafting value-focused openings, presenting solutions, and delivering a confident close.

WHO THIS COURSE IS FOR

Sales Professionals

Account Managers

Solution Consultants

Technical Sales Engineers

Customer Relationship Managers

LEARNING OBJECTIVES

- Explain the MCEM and MAPS frameworks for AI-powered selling
- Apply Listen, Explore, Disrupt, Co-create and Qualify techniques
- Analyse value selling using the Seven Elements approach
- Identify interests, options and legitimacy in the circle of value
- Develop a customer value story and potential KPIs
- Prepare business cases for customer conversations
- Apply technical storytelling to present solutions
- Plan a confident close to customer engagements

4 Modules, 21 Topics

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Build Transformative Relationships

TOPICS

- Introduction to MCEM and MAPS
- Why AI-powered selling?
- Listen & Consult
- Explore – Understand your customer's context
- Disrupt – Use storytelling to change your customer's thinking
- Co-create – Collaborate on a shared vision of the future
- Qualify – Continue the momentum with the customer

01

Identify Solutions and Close Opportunities: Strategize

TOPICS

- Value selling and the Seven Elements
- Relationships and Communication
- Circle of value (Interests, Options, Legitimacy)
- Alternatives and Commitments
- Customer conversation guide

02

Identify Solutions and Close Opportunities: Lead Value Conversations

TOPICS

- Know your customer and industry
- Develop a value story and identify potential customer KPIs
- Prepare for customer conversations
- Consider how to build and use a business case

03

Showcase Technology and Value

TOPICS

- Engage technical storytelling strategies
- Craft a business value-focused opening
- Present the solution with customer value in mind
- Deliver a confident close
- AI tools and MCEM summary

WHAT IS INCLUDED

Everything You Need to Succeed

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

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Live Online Classes (ILO)

Fly-Me-A-Trainer (FMAT)

Flexi (Self-Paced)

1-on-1 Training

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