

Master Class: AI Sales Expert (AISE)

ID AISE **Price** CHF 1,950.—(excl. VAT) **Duration** 2 days

Who should attend

This training is ideal for sales professionals, account managers, and business development teams who want to sharpen their AI knowledge and improve their ability to sell AI-related products and services.

Course Objectives

Why Choose This Training Program?

- **Practical Skills:** Go beyond the theory with real-world exercises, role-playing sessions, and workshop-style learning.
- **Industry-Relevant Content:** Gain insights into how AI is transforming sectors such as healthcare, finance, retail, and more.
- **Expert Guidance:** Led by seasoned professionals with years of experience in AI sales and technology.

Course Content

Day 1:

- **Foundations of AI and Generative AI:** Gain a clear understanding of AI and GenAI, explore current trends, and learn to identify market opportunities.
- **AI Technologies and Tools:** Discover the core technologies behind AI, the necessary hardware and software requirements, and how to integrate AI solutions into customer environments.

Day 2:

- **AI Product and Service Sales:** Develop strategies to present AI offerings convincingly, address customer concerns, and highlight the tangible benefits of AI solutions.
- **Proven Sales Techniques and Best Practices:** Learn how to craft compelling pitches, build long-term customer relationships, and implement a winning AI sales strategy.

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Training Centres worldwide



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