



## 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.

## Master Class: AI Sales Expert (AISE)

---

### Training Centres worldwide



### Fast Lane Institute for Knowledge Transfer (Switzerland) AG

Husacherstrasse 3  
CH-8304 Wallisellen  
Tel. +41 44 832 50 80

[info@flane.ch](mailto:info@flane.ch), <https://www.flane.ch>