

## Master Class: AI Sales Expert (AISE)

ID AISE Price on request 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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