



NVIDIA GenAI Workshop Agenda Summary
NVIDIA Headquarter, Santa Clara, CA
AGENDA - Subject to change

Day 1 - AI Context & GenAI, Use Cases & Industry Landscape

Activities, Learning Outcomes & Target Sales Skills

7:30am-8:00am Breakfast, 8:00am-5:00pm Workshop

Welcome. Meet your workshop hosts, ask initial questions, and learn what to expect over the next two days

Introduction to Generative AI and Large Language Models (Instructor-led)

- AI Market context & technology, typical use cases and ingredients for effective GenAI deployment
- Large Language Model concepts, architecture overview and common customization techniques
- Trustworthy AI and its implications for GenAI solution
- Content for qualifying potential customers and starting customer conversations

GenAI Use Cases – Activity-Based Industries Carousel

- Real-world GenAI use cases within some of the most exciting GenAI-driven industries
- Interact with NVIDIA's Industry Teams and ask questions about how to target and advance opportunities within each vertical

Sales Breakout

Executive Briefing Center Experience

- Supplement your morning's learnings with a tour of NVIDIA's EBC and watch demos of industry solutions in action

SE Breakout

GenAI development with NVIDIA Full-stack AI Platform

- How the different components of NVIDIA AI Platform provide an end-to-end framework that helps simplify deployment of GenAI models

Lunch

Sales Breakout

Targeting GenAI Opportunities – Group Activity Part 1

- Gain insights on your team's current GenAI priorities and the challenges they face in the field
- Share and learn interesting strategies for driving success from your teammates

Driving GenAI Success with NVIDIA-Based Solutions (Instructor-led)

- Bringing GenAI to life through NVIDIA's ecosystem of solutions
- Increasing field success and securing repeat business through value selling and full solutioning

SE Breakout

Executive Briefing Center Experience

- Supplement your morning's learnings with a tour of NVIDIA's EBC and watch demos of industry solutions in action

Infrastructure Considerations for GenAI Solutions

- Key infrastructure considerations, including hardware, network and storage options
- NVIDIA Reference Architectures for optimized configurations



- Timeline for pitching solutions, recommending training services and introducing the enterprise services portfolio

Group Activity

Use different LLM Models available via the NVIDIA NGC Catalog to build a sales pitch around and NVIDIA Solution or experience a Demo on a LLM solution

Summary & Reminders

- Recap the day's activities and prepare for more valuable learnings on Day 2

Optional Happy Hour & Networking (5:00pm-7:00pm)

Day 2 – Sales Pipeline Management Tasks and Final Case Study

7:30am-8:00am Breakfast, 8:00am-3:30pm Workshop

Activities, Learning Outcomes & Target Sales Skills

Addressing the Buyer's Journey (Instructor-led)

- Replicate the steps that experienced NVIDIA sales reps and solution architects follow to close deals
- Gain proficiencies around field tasks for maturing opportunities through the buyer's journey
- Take notes to help you and your teammates complete a case study

Processes to Influence and Accelerate Customer Decisions (Instructor-led)

- Typical workflow of an Ideation Workshop, resources needed, and known challenges to overcome
- Tips for engaging appropriate stakeholders and managing POCs

Activity-Based Case Study Part 1 – Team Meeting

- As a team, read and explore the case story provided
- Remind yourselves of the role-specific field tasks within each phase of the buyers' journey that you've learned
- Discuss what the seller needs to know to recommend a solution and what it takes to sell one
- Use this time to consult with the instructors present

Lunch

Activity-Based Team Case Study Part 2 – Role Play

- Solve the different challenges presented along the buyer's journey through role play
- Receive real-time guidance and help from the instructors and your sales leadership present

Partner Team Address

- Time to summarize, synthesize and answer questions relative to strategic objectives

Final Questions, & Farewells: Thank you for joining us, and for providing feedback via a brief survey

Note: The workshop does not include hands-on labs