uNext

Gen AI for Sales Team

Duration – 24 Hours

Program Description

This program empowers sales professionals to harness Generative AI for smarter selling. It introduces key AI concepts, explores predictive sales forecasting, and demonstrates how Gen AI can enhance CRM, personalization, and strategic planning.

Participants will gain practical insights into tools and techniques that drive sales performance while ensuring ethical and responsible AI adoption.

Learning Outcomes

➤ Understand the relevance and impact of Generative AI in sales workflows.
➤ Use AI models to forecast sales and revenue trends.
➤ Enhance CRM systems with AI-driven customer insights.
➤ Deliver personalized sales recommendations using Gen AI.
➤ Develop and implement a Gen AI-powered sales strategy.
➤ Explore real-world applications and tools for Gen AI in sales.
➤ Apply ethical principles and ensure responsible use of AI in sales contexts.

Course Topics

❖ AI in Sales
  ❖ What is Generative AI and Its Relevance in Sales
  ❖ Recent Generative Architectures
  ❖ Chatbots and Prompt Engineering
❖ Sales Forecasting with AI
  ❖ Predicting Future Sales and Revenue Using AI Models
❖ Customer Relationship Management (CRM)
  ❖ Leveraging AI for Improved CRM and Customer Insights
❖ Generative AI for Personalization
  ❖ Personalized Sales Recommendations
❖ Building a GenAI Sales Strategy
  ❖ Developing a GenAI Sales Strategy Tailored to Your Organization
❖ Current Landscape of Generative AI in Sales
  ❖ Real-World Examples of Generative AI in Sales
  ❖ GenAI Tools for Sales
  ❖ Ethical and Responsible AI Usage

Modules can be customized to suit UPS specific business requirements