Selling with Generative AI Training

Duration: **2 Day**

BILGINÇ IT Academy
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As artificial intelligence continues to transform business operations, sales teams must adapt to a new generation of AI-powered selling strategies. Modern sales professionals are expected to use Generative AI tools not only for efficiency but also for smarter and more strategic customer engagement.

Selling with Generative AI training is a comprehensive AI-powered sales enablement program designed to help sales teams integrate Generative AI into their daily workflows.

The program helps participants:

- Use Generative AI tools effectively in sales
- Accelerate prospecting and lead generation
- Improve strategic sales planning
- Personalize customer communication
- Increase sales productivity with AI support

The training helps organizations build a competitive advantage in the era of AI-driven selling.

The Selling with Generative AI Approach

The GenAI framework positions artificial intelligence as a strategic sales assistant rather than a replacement for human sales professionals.

The methodology focuses on:

- Accelerating sales workflows
- Improving customer analysis
- Supporting strategic decision-making
- Reducing operational workload
- Increasing sales performance

This approach allows sales professionals to spend less time on repetitive tasks and more time on strategic selling activities.

The program is based on sales psychology, AI applications, and modern sales methodologies.

Selling with Generative AI training helps organizations integrate AI technologies into modern sales workflows more effectively and strategically.

With this training, companies can:

- Accelerate sales processes
- Improve operational efficiency
- Generate deeper customer insights
- Strengthen sales performance
- Support digital transformation initiatives

As AI adoption continues to grow, AI-powered selling capabilities are becoming a major competitive advantage in modern sales environments.

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Who Should Attend

This program is ideal for:

- Sales professionals
- Business development teams
- Account managers
- Customer Success professionals
- Sales enablement specialists
- Marketing and sales support teams

It is especially valuable for organizations adopting AI-powered sales strategies.

What You Will Learn

Selling with Generative AI training helps organizations improve sales productivity and operational efficiency.

Key Benefits

- Increased sales productivity
- Faster sales cycles
- Higher win rates
- Larger deal opportunities
- Improved customer experience
- More personalized sales communication

Participants also improve AI literacy and digital transformation readiness.

Core Topics Included

- Generative AI for Sales
- Prompt engineering
- AI-powered prospecting
- Lead generation strategies
- AI customer analysis
- Sales automation
- AI-assisted meeting preparation
- Responsible AI practices
- AI risk management
- Sales productivity optimization

Training Outline

1. Using AI in Sales Processes

Participants learn how AI technologies can improve modern sales operations.

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This section includes:

- Generative AI fundamentals
- AI-powered sales workflows
- Sales automation
- AI use cases in selling

2. Prompt Engineering and AI Prompt Writing

Effective prompt writing is essential for maximizing AI performance.

Participants improve their ability to:

- Create effective prompts
- Guide AI models accurately
- Use sales-focused prompt templates
- Optimize AI-generated outputs

3. AI for Prospecting and Lead Generation

Generative AI significantly improves prospecting speed and efficiency.

This module covers:

- AI-powered lead generation
- Prospect research
- Industry and account analysis
- Decision-maker identification

4. AI-Driven Sales Strategy

The training helps teams strengthen strategic sales planning using AI insights.

Topics include:

- Buying Cycle analysis
- Sales strategy planning
- AI-assisted sales scenarios
- Strategic customer management

5. Planning Sales Conversations and Communication

AI tools can enhance communication quality and customer engagement.

Participants learn how to:

- Generate sales emails
- Prepare for meetings
- Build presentations and pitches
- Conduct role-play simulations

6. Responsible AI and Ethical Usage

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Ethical AI usage is a critical component of modern business operations.

This section focuses on:

- AI risk management
- Data security
- Bias and error management
- Responsible AI principles