

Generative AI for sales performance: strategies and tools for your sales teams

Duration: 1 day

Audience: Pour tous

Who is this training for?

- Account Managers
- Sales Managers
- Inside Sales
- Telemarketers
- Sales Representatives
- Business Developers

Training objectives

- Identify relevant AI tools, their key functionalities, appropriate contexts of use, and associated best practices.
- Understand AI tools, interpret their results, distinguish appropriate use cases, and classify the forms of assistance offered by AI in the workplace.
- Autonomously use AI tools, apply best practices, adapt prompts according to needs and daily business tasks.
- Evaluate the quality, relevance and effectiveness of AI tools as well as diagnose problems and justify the use or not of AI according to the situation. • Identify the main AI tools relevant to their professional context.
- Name the key features of each tool presented.
- Recognize situations that are conducive to the use of each tool.
- List best practices for using AI tools.
- Explain the general functioning of the AI tools presented.
- Interpret the results produced by AI tools.
- Distinguish the appropriate use cases for each tool.
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Classify the different types of assistance that AI can provide in their work.

- Demonstrate the correct use of core features.
- Implement best practices for interacting with AI.
- Tailor prompts and requests to specific needs.
- Perform professional tasks with the assistance of AI.
- Examine the quality of the results produced by AI.
- Diagnose common problems in the use of tools.
- Differentiate between situations where AI is relevant and those where it is not.
- Analyze the effectiveness of different approaches to using the tools.
- Evaluate the relevance of an AI tool for a given task.
- Judge the quality and reliability of the outputs generated.
- Measure the efficiencies brought about by the use of AI.
- Justify the choice of whether or not to use AI for specific tasks.
- Develop customized prompts tailored to their needs.
- Build their own custom AI toolkit.
- Generate innovative solutions by combining different AI tools.

Summary

This practical and intensive training, available in a 7-hour format, propels you into the concrete use of AI tools to amplify your sales performance. After a targeted introduction to specialized AI tools for sales, you will experience their use first-hand through practical exercises based on real-life sales scenarios. The focus is on the immediate application of the knowledge acquired to your daily sales challenges: prospecting, lead qualification, personalization of sales proposals and customer follow-up. You'll walk away with a personalized toolkit and the confidence to integrate AI into your sales cycle, significantly increasing your sales productivity and conversion rates.

Course outline

Module: Introduction to LLMs and Generative AI (30 minutes).

- Definition and fundamental principles of LLMs.
- Basic architecture and functioning.
- Types of models and their characteristics.
- Current capacities and limitations.
- Key concepts: tokens, embeddings, prompts.
- Impact on the different sectors of activity.

Module: Security and Privacy in the Use of LLMs (30 minutes).

- Understand privacy issues.
- Good security practices.
- Ethics of communication with AI.

Module: Producing Text Using an LLM (60 minutes).

- Basic principles of prompt engineering.
- Content generation techniques.
- Effective prompt structure and formats.
- Control of tone and style.
- Optimization of results.
- Good practices and pitfalls to avoid.

Module: Analyzing and synthesizing text using an LLM (60 minutes).

- Textual analysis and information extraction techniques.
- Extraction of key information.
- Structural analysis.
- Pattern identification.
- Content classification.
- Benchmarking.
- Structuring of abstracts.
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Adaptable synthesis levels.

- Validation of accuracy.

Module: Transform and format text using an LLM (30 minutes).

- Rewriting and rephrasing techniques.
- Adaptation of style and level of language.
- Formatting for different media.
- Conversion between formats.
- Document structuring.
- Quality verification and improvement.

Module: Translating and Localizing with AI (30 minutes).

- Machine translation principles.
- Cultural adaptation and localization.
- Preservation of context and meaning.
- Quality checking.
- Management of idiomatic expressions.

Module: Analyzing visuals using an LLM (30 minutes).

- Image recognition.
- Description and analysis of visual content.
- Information extraction.
- Image classification.
- Object and scene detection.
- Layout analysis.

Module: Analyzing Data with AI (30 minutes).

- Data preparation and cleansing.
- Statistical analysis techniques.

- Data visualization.
- Interpretation of results.
- Identification of trends.
- Data-driven recommendations.

Module: Search (web and other) with the help of LLMs (30 minutes).

- Advanced search techniques.
- Source validation.
- Limitations of LLMs' research capabilities.

Module: Learning with the help of an LLM (30 minutes).

- Personalization of learning.
- Creating learning paths.
- Self-assessment techniques.
- Content adaptation.
- Monitoring progress.

Module: Doing ideation using an LLM (30 minutes).

- Idea generation techniques.
- Stimulation of creativity.
- Concept exploration.
- Development of alternatives.
- Evaluation of ideas.
- Refinement of concepts.

Approach and methodology

Practical and results-oriented approach, combining demonstrations, workshops and simulations inspired by the business context. Participants discover the uses of generative AI through concrete examples related to prospecting, customer communication and sales strategy.

Recommendations

- Experience in sales, business development or marketing • Familiarity with CRM tools or sales platforms (asset)
- Interest in business performance optimization and automation
- Ability to analyze customer data and formulate strategies
- Openness to experimentation and integration of new practices