AI for Sales Professionals

Mercuri International

Program Overview

AI for Sales Professionals

Mercuri International

This program is a step-by-step guide to using prompt engineering and generative AI, specifically ChatGPT, to enhance sales performance. Sales professionals will learn how to communicate and interact with AI, develop effective prompts, and maximize the benefits of AI technology.

Audience
Sales professionals who could benefit from learning how to use AI and specifically prompts in ChatGPT to help them enhance sales performance.

Duration
Digital content: 2 hours.

Delivery Format
100% Digital or in combination with face-to-face or virtual classroom.

Interactive modules, videos, examples, practical exercises, questionnaires, downloadable documents, and open forums to connect with the community.
All material is supported on laptops, tablets and smartphones.

Content Overview

1. **The power of AI in sales**

   - What is AI?

   - What is the role of AI in sales?

   - What are the opportunities and limitations?

2. **Mastering prompt engineering**

   - What is prompt engineering?

   - Understanding prompt types and frameworks

   - Creating effective ChatGPT prompt chains

   - Advanced tips and tricks

3. **Practical applications of ChatGPT in sales**

   - How to protect sensitive information

   - Preparations before prompting

   - Practical exercises to solve 10 common challenges in sales using AI

MERCURI
international

10 Challenges

Overview

Sales Planning & Sales Strategy	Prospect & Engage with your audience	Discovery & Qualification	Solution Presentation & Value Statement	Handling Objections & Closing the Sale
1. Crafting a Compelling Value Proposition	**3.** Drafting Engaging Prospecting Emails	**5.** Understanding Customer Needs	**7.** Crafting Persuasive Proposals	**9.** Mastering Objection Handling
2. Researching the Customer Industry	**4.** Enhancing Your LinkedIn Profile's Appeal	**6.** Prospect Qualification	**8.** Creating a Customer Case Study	**10.** Crafting Sales Closing Email

Learning Path

WELCOME

POLL — **VIDEO** — **E-MODULE** — **OPEN QUESTION**

THE POWER OF AI IN SALES

VIDEO — **E-MODULE** — **E-MODULE** — **ESSENTIALS** — **OPEN QUESTION**

MASTERING PROMPT ENGINEERING

ESSENTIALS — **OPEN QUESTION** — **E-MODULE** — **OPEN QUESTION**

PRACTICAL APPLICATIONS OF CHATGPT IN SALES

FINAL QUIZ — **PATH CERTIFICATION**

MERCURI international