

## SKILLS YOU'LL GAIN

- Leveraging Sales Data with AI
- Exploring AI Technologies for Sales
- Integrating AI into CRM Systems
- Applying AI for Sales Forecasting
- Enhancing Sales Processes with AI
- Navigating Ethical Considerations in AI
- Implementing AI-Driven Strategies for Sales Optimization

## TOOLS YOU'LL MASTER

- Salesforce Einstein
- Conversica
- Uniphore

## WHO SHOULD ENROL

- Sales Executives
- Marketing Professionals
- Business Development Managers
- Product Managers
- Consultants

## AI LEARNING, ENHANCED BY HUMAN SKILLS

Equip your people with the knowledge to work effectively in an AI-enabled world.

Our AI certification programmes can be **delivered independently** or **bundled** with leadership, communication, management, and professional development training for greater workplace impact.

**LEARN MORE**



# AI+ Sales Practitioner™

**AI CERTS®**

**AI+**  
Sales -  
Practitioner™

## ABOUT AI+ SALES™

Boost Sales Success Through AI-Driven Insights

- **Sales Transformation:** Harness AI to boost sales operations, CRM integration, and forecasting
- **Hands-on Approach:** Practical workshops covering AI tools and ethical sales practices
- **Data-Driven Insights:** Learn to analyze, optimize, and automate sales processes
- **Growth-Oriented:** Drive ethical business growth and maximize performance

## OVERVIEW

- **Comprehensive AI Understanding:** Learn core AI concepts for streamlined sales workflows, trend forecasting, and client engagement.
- **Predictive Sales Analytics:** Learn to leverage AI for predictive modeling, forecasting sales, and enhancing decision-making.
- **AI-Enhanced Customer Insights:** Explore AI tools to analyze behavior, automate scoring, and personalize outreach effectively.
- **Ethical AI Integration:** Gain insights on addressing ethical concerns and establishing AI governance in sales.

## AT A GLANCE



**Included:** Course + Official exam + Digital badge



**Duration:** Self-Paced: 6 hours of content



**Delivery:** Self-paced eLearning



**Exam Format:** 50 questions, 70% passing, 90 minutes, online



**Outcome:** Industry recognised credential + hands on experience