

# Al for Sales Professionals

**Mercuri International** 

## **Program Overview**

# Al 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 Al?
- 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



## 10 Challenges

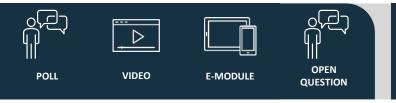
Overview

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



## Learning Path







THE POWER OF AI IN SALES

#### MASTERING PROMPT ENGINEERING



PRACTICAL APPLICATIONS OF CHATGPT IN SALES







