

AI for Sales and Business Development





Introduction

Empower your team with cutting-edge AI capabilities to transform how they manage develop business, and drive sales in an ever changing environment.

Artificial intelligence isn't a future tool, it is today's co-pilot. To remain relevant and competitive, individuals and organisations must stop asking whether to use AI and start learning how to. This programme bridges that gap: building real capability through practical, modular workshops that enable people to work smarter, collaborate better and serve clients more strategically.

How will attend?

This course is designed for:

- Business leaders and managers seeking to integrate AI into their organisational strategies.
- Professionals involved in digital transformation, innovation, or data analytics.
- Sales managers and team leaders responsible for implementing technology initiatives.
- Participants who want to gain practical insights into AI applications and enhance their organisation's technological readiness.

Course objectives

1-Understand the fundamental concepts, history, and development of Artificial Intelligence.

2-Explain the main technologies that underpin AI, including machine learning, deep learning, and neural networks, and their relevance to business and sales innovation.



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- 3-Apply basic Python programming skills for AI and machine learning, including data preparation, visualisation, and model training in practical business contexts.
- 4-Find and evaluate possible opportunities for AI adoption within your organisation and develop a business case to support sales implementation.
- 5-Assess the practical applications of AI across business functions, such as sales , finance, marketing, cybersecurity, and supply chain management.
- 6-Collaborate with technical teams to develop and implement AI strategies that align with corporate goals and promote responsible innovation.
- 7-Identify and mitigate the organisational, technical, and ethical risks associated with AI implementation to ensure sustainable success.

Topics Covered

Module 1: Understanding Artificial Intelligence and Its Business Context

- 1-Defining Artificial Intelligence (AI) and key concepts.
- 2-Tracing the historical evolution of AI and its transformation.
- 3-Exploring the major branches of AI and how they support business innovation:
 - Machine Learning
 - Natural Language Processing (NLP)
 - Robotics
- 4-Discussing the current role and applications of AI across industries.
- 5-Identifying key opportunities and challenges of AI adoption.
- 6-Examining legal, ethical, and governance considerations surrounding AI.
- 7-Case Study: A case of integrating AI to achieve operational or customer value.



Module 2: Me And My Work

1. Build confidence with AI tools for personal productivity and capability.
2. The difference between prompting and systemising: AI as a data partner, not just a chatbot.
3. Understand the importance of data hygiene and privacy in AI use.
4. Explore tools such as Voice Notes and ChatGPT for everyday efficiency.
5. Learn prompt engineering through real use-cases 5. Build and personalise their own GPT (using tools like ChatGPT).

Module 3: Me And My Team

1. How to collaborate with AI as a shared asset.
2. How to socialise tools and data across a team.
3. Use AI tools to structure and surface insight from shared content.
4. Build shared GPTs/Notebooks for account planning or knowledge management.

Module 4: Me And My Clients

1. Use AI to communicate more strategically and drive client value.
2. Use AI to gather and analyse client intelligence from public and internal data
3. Generate tailored proposals, outreach messaging, and reports



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4. Learn techniques for enhancing value delivery and pre-emptive service through AI-powered insights

5. Integrate AI into the sales process to elevate client experience and build stronger relationships

Model 5 : Developing an Artificial Intelligence sales Strategy

1. Understanding the implications of AI adoption and its potential to create competitive advantage.

2. Explaining AI role in supporting business objectives and delivering business values.

3. Identifying the key components of an effective AI sales strategy.

4. Exploring frameworks for aligning AI initiatives with broader corporate sales strategy.

5. Guidelines for prioritising AI projects, assessing feasibility, and building implementation roadmaps.

6. Discussing pitfalls and change management challenges in executing AI strategies.

7. Exercise: Draft a high-level AI strategy outline for a selected sales sector.

Course Fee

Date	4-8 / Oct / 2026
Location & Time	London – UK 9Am – 1 Pm
Language	English
Fees	\$3500 (Per Participant)