

AI for Sales Practitioner





Introduction

The AI for Sales Practitioner course explores how Artificial Intelligence is revolutionizing sales strategies. It covers AI fundamentals, the historical evolution of AI in sales, and the tools and technologies transforming the industry. Participants will learn about the benefits and challenges of adopting AI, with real-world examples and future trends. The AI for Sales course also delves into data management for sales, including effective collection, analysis, and ethical use. Additionally, it covers AI technologies such as machine learning and their applications in enhancing sales performance and CRM integration.

How will attend?

This course is designed for:

- Sales Professionals & Sales managers.
- Digital Marketing Strategist
- IT Professional

Course objectives

- 1-Enhance Sales Efficiency and Productivity.
- 2-Improve Sales Performance and Effectiveness.
- 3-Enhance Customer Engagement and Satisfaction.
- 4-Optimize Sales Operations and Decision-Making.
- 5-Drive Revenue Growth and Competitive Advantage.



Topics Covered

Module 1: Introduction to Artificial Intelligence (AI) in Sales

- Fundamentals of AI
- Historical Journey and Evolution of AI in Sales
- AI Tools & Technologies Transforming Sales
- Benefits and Challenges in Adoption of AI in Sales
- Real-world Examples and Applications of AI in Sales
- Future of AI in Sales

Module 2: Understanding Data in Sales

- Categories of Sales Data
- Techniques for Effective Data Collection
- Basics of Data Analysis and Interpretation
- Data Management Methods
- Data Protection Principles
- Data Integration in CRM Systems
- Overview of Analytical Tools
- Ethical Use of Sales Data
- Case Studies: Real-World Data Applications

Module 3: AI Technologies for Sales

- Introduction to Machine Learning in Sales
- Predictive Analytics: Forecasting Sales Trends
- NLP: Enhancing Customer Interactions
- Chatbots: Automating Customer Service
- Segmentation: Tailoring Customer Experiences
- Personalization: Customizing Sales Approaches
- Recommendation Engines: Driving Product Suggestions
- Sales Automation: Streamlining Sales Processes
- Performance Analysis: Measuring Sales Effectiveness

Module 4: Implementation of AI in CRM Systems

- Foundation of CRM Systems
- AI Integration into CRM Systems
- Lead Scoring
- Customer Insights
- Sales Automation
- Personalized Communication
- Chatbots in CRM



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- Gaining Actionable Insights from Data
- Case Studies

Model 5 : Sales Forecasting with AI

- Introduction to Sales Forecasting
- Overview of Predictive Models in Forecasting
- Data Preparation for Analysis
- Identifying Sales Patterns and Trends
- Enhancing Forecast Reliability
- Key Forecasting AI Tools in AI
- Utilizing Real-time Data for Forecasts
- Developing Forecasts for Different Outcomes
- Measuring the Success of Sales Forecasts

Course Fee

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