

# Generative AI for Sales Professionals

**Duration: 1 day (08 hours)**

## **Table of Contents**

### **Module 01: Introduction to Copilot**

- What is Copilot
  - Overview and Background
  - User-friendly Features

### **Module 02: Copilot for Sales Professionals**

- Enhancing Customer Interactions
  - Personalizing Customer Engagement
  - Improving Response Time

### **Module 03: Use Cases of Copilot in Sales**

- Lead Generation (Data Visualization)
  - Identifying and Engaging Potential Leads
- Personalized Sales Pitches
  - Customizing Messages for Prospects
- Customer Support (Customer Discussions or Reviews)
  - Providing Instant Support
  - Reducing Response Time
- Sales Forecasting (Predictive Analytics)
  - Analyzing Sales Data
  - Predicting Trends
- Automating Follow-ups (Only theory because integration of GenAI tools is required in organization system, not possible)
  - Setting Up Automated Emails
  - Benefits of Automation
- Market Research (Connecting to Organization Data – RAG)
  - Gathering Market Insights
  - Analyzing Competitors
  - Improving Skills

### **Module 04: Prompting for Using Copilot in Sales**

- Crafting Effective Prompts
  - Writing Clear Prompts
  - Examples of Good Prompts
- Training and Roleplay (Prompting Techniques)
  - Simulating Client Interactions
- Responsible AI
  - Design Principles for Responsible AI
  - Government Compliances

#### **Module 05: Real-World Examples and Case Studies**

- Success Stories
  - Detailed Case Studies
  - Impact on Sales Performance
  - Common Challenges and Solutions

#### **Module 06: Future Scope of Generative AI in Sales**

- Future Trends in AI and Sales
  - Emerging Technologies
  - Predictions for the Future of Sales