

Generative AI and Automation for Enhanced Business Sales

Course Introduction:

Welcome to the "Generative AI for Business with Automation" course. This intensive program is designed to equip professionals with the knowledge and skills to harness the power of generative AI in business contexts, with a focus on automation. By the end of this course, you will understand the core principles of generative AI, explore its applications in business, and learn how to integrate automation for enhanced productivity and innovation.

Day 1: Foundations of Generative AI in Sales

Module 1: Introduction to Generative AI in Sales:

- What is Generative AI (simple + business context)
- How AI is transforming modern sales
- Key use cases in sales (lead gen, communication, automation)
- Difference between traditional tools vs AI-driven tools

Lab Exercises:

1. Identify 3 sales tasks in your current workflow where AI can be applied
2. Write a simple AI prompt to generate a sales message for a generic product

Module 2: AI Applications in Sales Efficiency

- AI in lead generation & qualification
- AI in Data Export from Salesforce and Other platforms
- Personalization using AI
- Reducing manual work using AI tools
- Case studies of AI in sales

Lab Exercises:

1. Analyse a sales funnel and suggest AI improvements at each stage
2. Generate a personalized sales message for a specific customer persona

Day 2: Effective Prompt Engineering

Module 3: Fundamentals of Prompt Engineering:

- What is prompt engineering
- Structure of a good prompt (Role + Task + Context + Output)
- Common mistakes in prompting
- Sales-specific prompt patterns

Lab Exercises:

1. Write 3 prompts for: lead generation, email writing, and follow-up
2. Improve a poorly written prompt into a high-quality structured prompt

Module 4: Advanced Prompting for Sales

- Handling objections using AI
- AI for follow-ups & email automation
- Creating sales scripts using AI
- Generating proposals using AI

Lab Exercises:

1. Create prompts to handle 5 common customer objections
2. Generate a complete AI-based follow-up email sequence

Day 3: AI for Daily Sales Operations

Module 5: AI for Communication & Summarization:

- Email summarization using AI
- Meeting notes automation
- Extracting key insights from conversations
- AI tools for quick understanding

Lab Exercises:

1. Summarize a long email into 5 bullet points
2. Generate meeting notes from a discussion transcript

Module 6: AI for Reporting & Tone Optimization

- Sales report generation using AI
- Data interpretation using AI
- Adjusting tone (formal, persuasive, friendly)
- Multi-language communication using AI

Lab Exercises:

1. Convert raw sales data into a structured report
2. Rewrite a message in 3 tones: professional, friendly, persuasive

Day 4: Advanced Customer Communication & Automation

Module 7: AI for Customer Interaction Automation:

- WhatsApp automation basics
- AI chat responses & autoreplies (Copilot, Hugging face, etc)
- Lead qualification automation
- Follow-up automation strategies

Lab Exercises:

1. Design a WhatsApp chatbot conversation flow
2. Create AI prompts for automated customer replies

Module 8: AI for Sales Pitch & Product Marketing

- AI-generated sales pitch scripts
- Customizing pitches for audiences
- AI for product descriptions
- Storytelling using AI

Lab Exercises:

1. Generate a sales pitch for 2 different audiences
2. Create a compelling product description using AI

Day 5: No-Code Automation & Smart Productivity

Module 9: No-Code Automation with N8N:

- Introduction to no-code automation

- Basics of N8N
- Connecting email, WhatsApp, and AI
- Building automated workflows

Lab Exercises:

1. Design a workflow: Lead capture → Email → Follow-up
2. Create a basic automation flow using N8N (conceptual)

Module 10: Smart Sales Productivity & Real-World Use Cases

- AI for daily planning & prioritization
- AI in negotiation & client handling
- Automating repetitive tasks
- Real-world sales automation scenarios

Lab Exercises:

1. Create an AI-assisted daily sales plan
2. Simulate a negotiation using AI-generated responses

