AI CERTs™

AI Certification Program

AI+ Sales™

REVENUE OPERATIONS

COMMERCIAL OPERATIONS

COMMERCIAL ASSET MANAGEMENT

COMMERCIAL ENABLEMENT

ReOps

COMMERCIAL INSIGHTS

COMMERCIAL ARCHITECTURE

Executive Summary

The AI+ Sales Certification is designed for sales professionals and business leaders seeking to harness the power of Artificial Intelligence (AI) in sales. Delve into the fundamentals of AI and its implications for sales processes, including understanding and leveraging sales data effectively. Explore various AI technologies tailored for sales, their integration into CRM systems, and their application in sales forecasting. Learn how AI enhances sales processes, streamlining operations and boosting productivity. Navigate ethical considerations and biases inherent in AI applications in sales. Engage in practical workshops to reinforce theoretical knowledge with hands-on experience. By the end of this programme, you'll be equipped with the expertise to implement AI-driven strategies, optimize sales performance, and drive business growth ethically.

Certification Prerequisites

- Fundamental understanding of AI and its practical applications in sales, no technical expertise required.

- Openness to exploring creative approaches for generating ideas using AI tools to achieve sales goals.

- Willingness to integrate AI into existing sales strategies and practices.

Exam Blueprint

Number of Questions

50

Passing Score

35/50 or 70%

Duration of Time
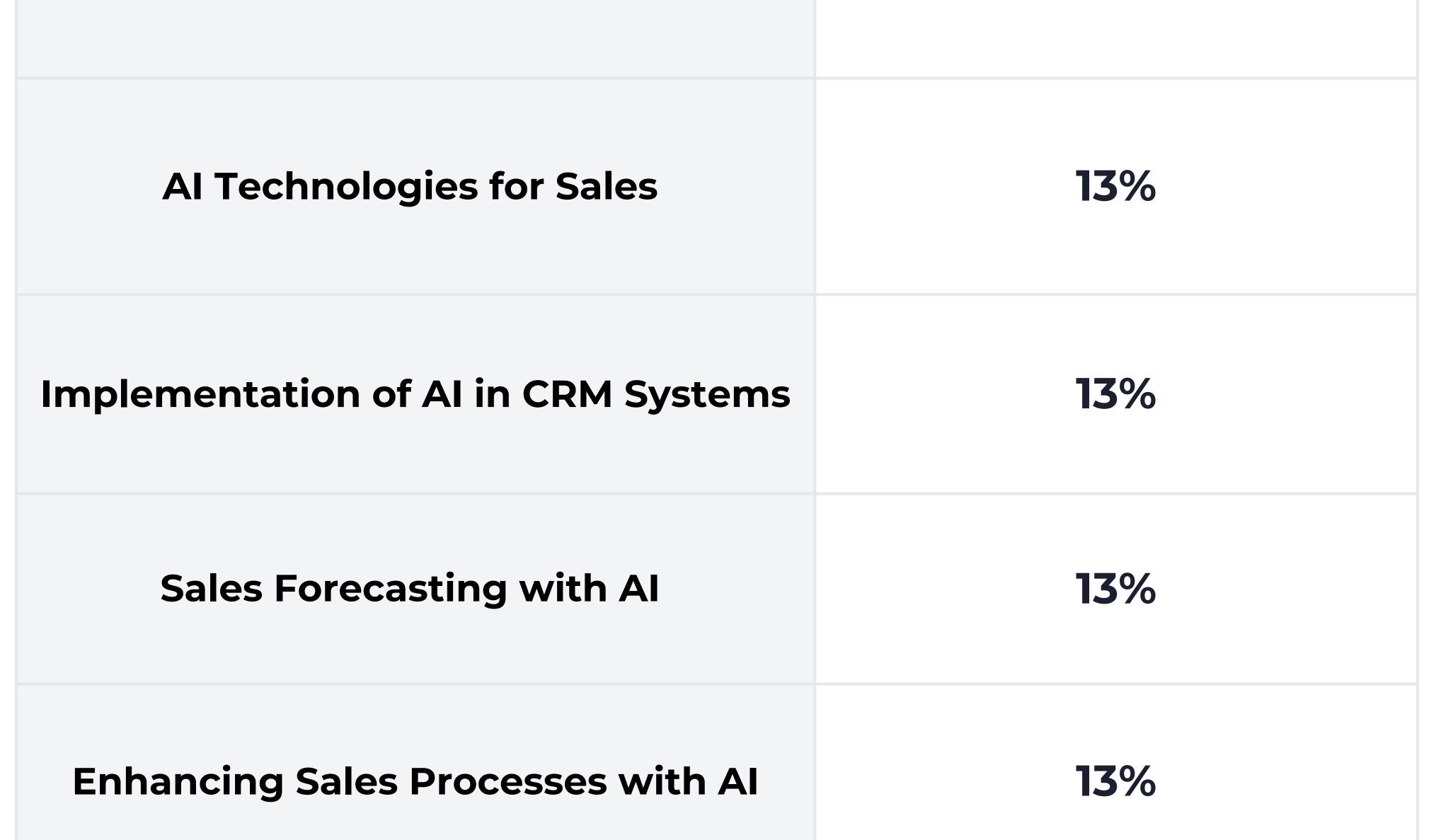
90 Minutes

Format
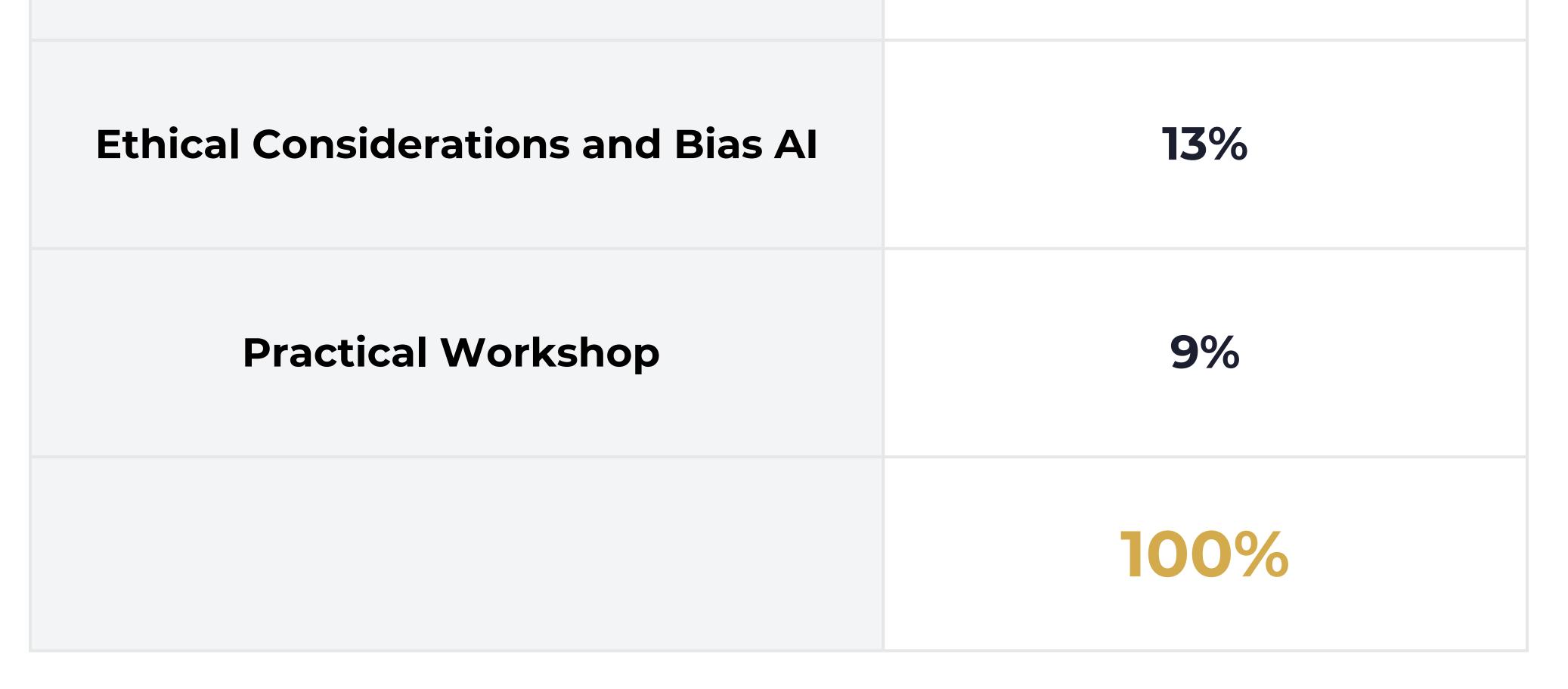
Online via AI Proctoring platform

Question Type

Multiple Choice/Multiple Response

Exam Overview

Module	Weight
Introduction to Artificial Intelligence (AI) in Sales	13%
Understanding Data in Sales	13%
AI Technologies for Sales	13%
Implementation of AI in CRM Systems	13%
Sales Forecasting with AI	13%
Enhancing Sales Processes with AI	13%
Ethical Considerations and Bias AI	13%
Practical Workshop	9%
	100%

Certification Modules

Module 1

Introduction to Artificial Intelligence (AI) in Sales

1.1 Fundamentals of AI

1.2 Historical Journey and Evolution of AI in Sales

1.3 AI Tools & Technologies Transforming Sales

1.4 Benefits and Challenges in Adoption of AI in Sales

1.5 Real-world Examples and Applications of AI in Sales

1.6 Future of AI in Sales

Module 2

Understanding Data in Sales

2.1 Categories of Sales Data

2.2 Techniques for Effective Data Collection

2.3 Basics of Data Analysis and Interpretation

2.4 Data Management Methods

2.5 Data Protection Principles

2.6 Data Integration in CRM Systems

2.7 Overview of Analytical Tools

Module 3

AI Technologies for Sales

Module 4

Implementation of AI in CRM Systems

6.2 AI-driven Email Marketing

6.3 Social Media with AI Analytics

6.4 AI-powered Lead Generation

6.5 Customer Segmentation

6.6 Optimizing Sales Visits and Calls

6.7 Tailoring Content with AI Insights

6.8 Real-time Sales Activity Monitoring

6.9 Upselling and Cross-selling with AI

Module 7

Ethical Considerations and Bias AI

7.1 Ethical Use of AI in Sales

7.2 Bias Identification in AI Systems

7.3 Bias Mitigation

7.4 Transparency in AI Decision-Making

7.5 Accountability for AI Actions

7.6 Safeguarding Customer Data

7.7 Regulatory Compliance

7.8 Building Customer Trust through Ethical AI

7.9 Anticipating Ethical Issues in AI Advancements

Module 8

Practical Workshop

8.1 Scenario-Based Exercises

8.2 Addressing Sales Challenges with AI

8.3 Collaborative AI Implementation Plans

Certification Outcome

Upon successful completion of the AI+ Sales certification program, participants will demonstrate proficiency in leveraging Artificial Intelligence (AI) to revolutionize sales processes. They will showcase adeptness in understanding and utilizing sales data effectively, integrating AI technologies into CRM systems for enhanced customer relationship management. Participants will exhibit competence in utilizing AI for accurate sales forecasting and streamlining sales processes for improved productivity and efficiency. Moreover, they will exhibit a thorough understanding of ethical considerations and biases related to AI implementation in sales. Armed with practical experience from workshops, graduates will be prepared to drive business growth ethically through AI-powered sales strategies.

Market Insight

As businesses embrace AI in sales, the demand for skilled professionals equipped with AI expertise is surging. The AI+ Sales Certification Programme offers comprehensive training tailored for sales professionals and business leaders. With AI driving sales optimization and strategy, this programme provides invaluable insights and practical skills, ensuring participants stay ahead in a competitive market driven by technological innovation.
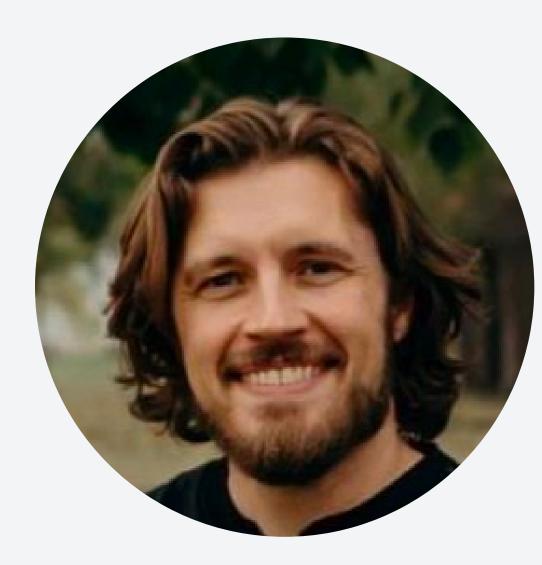
Value Proposition

Participants will gain a competitive edge by mastering cutting-edge AI strategies tailored for sales. Explore AI's impact on sales processes, data utilization, and CRM systems integration. Navigate ethical considerations and biases, and engage in practical workshops for hands-on experience. Elevate sales performance ethically and strategically, ensuring business growth in dynamic market landscapes.

Additional Features

Interactive Sessions: Engage in discussions with industry experts and peers. Hands-on Exercises: Practical tasks to apply learned concepts in real-world scenarios. Case Studies: Dive deep into real business challenges and solutions. Post-Certification Support: Access to a community of Bitcoin experts and enthusiasts for continuous learning and networking.

AI Experts

Jason Kellington

AI Expert

As a consultant, trainer, and technical writer with more than 25 years of experience in IT, I specialize in the development and delivery of solutions focused on effective and efficient enterprise IT.

Justin Frébault

AI Expert

I'm a boutique data consultant specializing in data mesh and lakehouse solutions. I've dedicated my career to helping organizations transform their approach to data, moving beyond mere knowledge.

J Tom Kinser

AI Expert

I have over forty years of experience in software development, data engineering, management, and technical training. I am a Microsoft Certified Trainer and a software developer, holding multiple certifications.

Terumi Laskowsky

AI Expert

Country Manager for Global Consulting Services in Japan, Specialties: Information Security (Compliance, Policy, Application, Host, Network)

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