

Course No. 1252

AI for Sales Training Course

**AI FOR BUSINESS FUNCTIONS
ARTIFICIAL INTELLIGENCE & APPLICATIONS**

DURATION

5 Days

LOCATION

Lisbon, Portugal

DELIVERY

Classroom

DATES

12 – 16 Oct 2026



Scheduled Event Details

CITY	Lisbon, Portugal
DATE	12 – 16 Oct 2026
DELIVERY TYPE	Classroom
COURSE FEE	€6,000

Course Overview

The AI for Sales Training Course is designed to equip sales professionals, business development leaders, and commercial executives with the knowledge and practical skills required to leverage Artificial Intelligence (AI) to improve sales performance, strengthen customer engagement, optimize sales operations, and accelerate revenue growth. As organizations increasingly adopt AI-powered technologies to enhance commercial performance, sales teams must understand how to integrate AI into prospecting, customer relationship management, sales forecasting, pipeline optimization, and strategic decision-making. This course provides a comprehensive framework for applying AI across the entire sales lifecycle while supporting business growth, customer-centric strategies, and digital transformation.

Artificial Intelligence is transforming modern sales by enabling intelligent lead generation, predictive sales forecasting, customer behavior analysis, personalized sales engagement, automated sales processes, and real-time sales intelligence. Throughout the AI for Sales Training Course, participants will explore how Machine Learning, Generative AI, Natural Language Processing (NLP), Predictive Analytics, Business Intelligence (BI), Customer Relationship Management (CRM), Intelligent Automation, and conversational AI can improve sales productivity, strengthen customer relationships, increase conversion rates, and enhance commercial decision-making.

The course combines internationally recognized sales methodologies with practical AI applications to help organizations build intelligent, data-driven sales functions. Participants will learn how AI supports sales planning, account management, opportunity qualification, customer segmentation, pricing optimization, proposal development, contract preparation, sales performance management, and revenue forecasting. The program also addresses AI governance, customer data management, cybersecurity, regulatory compliance, ethical AI, and responsible commercial practices to ensure secure, transparent, and sustainable AI adoption within sales operations.

Combining strategic concepts with practical implementation, this course prepares sales executives, account managers, business development professionals, commercial leaders, digital transformation specialists, and organizational decision-makers to successfully implement AI-powered sales strategies. Through interactive workshops, sales simulations, real-world business case studies, and implementation exercises, participants will develop the capabilities to improve sales effectiveness, strengthen customer loyalty, optimize commercial performance, support strategic growth, and enhance organizational competitiveness across government entities, financial institutions, oil and gas organizations, telecommunications companies, manufacturing enterprises, and large corporations.

Objectives

- Analyze sales operations to identify opportunities for Artificial Intelligence implementation during the course.
- Develop AI-enabled sales strategies aligned with organizational objectives and revenue growth targets.
- Evaluate customer behavior, sales performance, and market opportunities using AI-powered analytics.
- Apply Artificial Intelligence technologies to improve lead generation, sales forecasting, and customer engagement.
- Design intelligent sales workflows that integrate AI with CRM platforms and enterprise sales systems.
- Improve sales productivity, conversion rates, customer retention, and commercial performance through AI-driven solutions.
- Strengthen governance, compliance, customer data protection, cybersecurity, and ethical AI practices within sales operations.
- Implement AI-powered sales performance measurement using KPIs, dashboards, and predictive analytics.
- Assess organizational readiness for enterprise AI adoption within sales and business development functions.
- Align AI sales initiatives with digital transformation, customer experience, operational excellence, and long-term business strategy.

Who Should Attend

The AI for Sales Training Course is designed for sales directors, sales managers, business development managers, commercial managers, key account managers, account executives, regional sales managers, customer relationship managers, marketing managers, customer success managers, digital transformation leaders, executives, and senior decision-makers responsible for sales growth and commercial performance.

The course is particularly valuable for professionals working in government entities, ministries, public sector organizations, banks, financial institutions, insurance companies, oil and gas organizations, manufacturing companies, healthcare providers, telecommunications companies, technology organizations, logistics providers, retail businesses, educational institutions, and multinational corporations seeking to modernize sales operations through Artificial Intelligence.

It is also suitable for sales consultants, CRM specialists, business analysts, customer experience professionals, marketing specialists, product managers, revenue managers, operational excellence professionals, innovation managers, AI specialists, digital sales professionals, and individuals responsible for customer acquisition, sales planning, pipeline management, and commercial transformation.

Learning Outcomes

- By the end of the AI for Sales Training Course, participants will be able to:
- Explain the strategic role of Artificial Intelligence in modern sales and business development.
- Analyze customer data and sales performance using AI-powered analytical tools.
- Apply Machine Learning, Generative AI, Predictive Analytics, Natural Language Processing, and Intelligent Automation within sales operations.
- Design AI-enabled sales processes that improve customer engagement and sales effectiveness.
- Integrate AI solutions with CRM platforms, sales automation systems, and customer engagement tools.
- Utilize predictive analytics to forecast sales performance, identify opportunities, and optimize sales pipelines.
- Apply governance, compliance, customer data protection, cybersecurity, and ethical AI principles within sales environments.

- Measure sales performance using AI-powered dashboards, KPIs, forecasting models, and customer analytics.
- Develop implementation roadmaps for enterprise AI sales initiatives.
- Lead AI-driven sales transformation that strengthens revenue growth, customer loyalty, operational excellence, and long-term business success.

Course Outline

DAY 01

Foundations of AI for Sales

- Introduction to modern sales management and digital sales transformation
- Fundamentals of Artificial Intelligence and enterprise AI technologies
- AI applications across the sales lifecycle
- Sales maturity assessment and AI opportunities

PRACTICAL WORKSHOP

Identifying AI implementation opportunities within sales operations

DAY 02

AI Technologies for Sales Excellence

- Machine Learning for customer insights and sales forecasting
- Generative AI for sales proposals, communications, and content creation
- Natural Language Processing and conversational AI for customer engagement
- Predictive analytics for opportunity management and customer segmentation

PRACTICAL WORKSHOP

Applying AI tools to sales planning and customer engagement scenarios

DAY 03

Intelligent Sales Operations

- AI-enabled lead generation and qualification
- Customer Relationship Management (CRM) optimization using AI
- Sales pipeline management and opportunity prioritization
- Integration of AI with CRM platforms, sales automation systems, and enterprise applications

PRACTICAL WORKSHOP

Designing AI-enabled sales workflows

DAY 04

Governance, Performance, and Customer Trust

- AI governance in sales organizations
- Customer data governance, cybersecurity, regulatory compliance, and ethical AI
- Sales performance measurement using KPIs, dashboards, forecasting models, and customer analytics
- Organizational change management and AI adoption strategies

PRACTICAL WORKSHOP

Developing governance frameworks and executive sales performance dashboards

DAY 05

Enterprise AI Sales Strategy

- Planning enterprise AI sales transformation initiatives
- Scaling AI capabilities across sales, marketing, and customer-facing functions
- Future trends in AI-powered sales, intelligent customer engagement, and commercial innovation
- Building a data-driven sales culture focused on continuous improvement and customer value

DAY 05 — CONTINUED

FINAL WORKSHOP

Developing a comprehensive AI for Sales implementation roadmap, governance framework, sales strategy, KPI dashboard, customer engagement plan, revenue growth business case, and organizational action plan to improve commercial performance, customer relationships, digital transformation, and sustainable business growth.

Register or Request More Information

Course page: <https://quest-training.com/courses/ai-for-sales-training-course>

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