



**Course outline :**  
**AI Awareness for sales**

AI Awareness Serie

## Overview

Dive into the fascinating world of artificial intelligence in this 3-hour introductory course, specially designed for sales professionals. This interactive session will help you understand the fundamentals of AI and its potential to transform your sales practices. Through enriching group discussions and concrete examples from the world of sales, you'll discover how AI can optimize your prospecting, personalize your customer approaches and increase your sales effectiveness. This essential training course will give you the keys to intelligently integrating AI into your daily sales routine, identifying the opportunities it offers for your business development, while understanding its current limitations. This will prepare you to deepen your knowledge in more advanced training courses focused on AI tools specific to sales.

## Who should attend

This training course is aimed at sales professionals who want to understand and take advantage of artificial intelligence in their daily practice:

- Sales representatives and field salespeople
- Sales managers and sales directors
- Inside sales and telemarketers
- Sales representatives
- Business development managers
- Account managers

## Key information

- **Duration:** 3 hours
- **Level:** Beginner
- **Training series:** AI awareness
- **Languages:** French or English
- **Delivery format:** Virtual or Face-to-face
- **Delivery mode:** Synchronous, instructor-led
- **Session type:** Private group training
- **Group size:** 15 to 50 participants
- **Possible certification:** AI Aware

## Prerequisites

No specific prerequisites

## Overall training objectives

- **Raising awareness of AI fundamentals**  
Understand the key concepts, types, current technologies and historical development of artificial intelligence to master the essential fundamentals of the field.
- **Demystifying the current AI landscape**  
Clarify the real capabilities, limitations, myths, and key players and trends in the artificial intelligence market to develop an objective vision of the state of the art.

- **Exploring transformational impacts**  
Explore the concrete applications of AI, anticipate transformations, identify opportunities and challenges, and assess the ethical and social implications in its professional context.
- **Building a critical eye**  
Critically analyze the promise of AI, identify success factors and risks, and assess its relevance to specific use cases in order to make informed decisions.
- **Strategic preparation for the future**  
Define a vision of the role of AI, identify training needs, and develop a personal approach to integrate it effectively into professional practice.

## Skills acquired

**At the end of this course, participants will be able to:**

### **Understanding the fundamentals of AI**

- Define the key concepts and basic terminology of artificial intelligence
- Identify the different branches and types of AI
- Recognize the main AI technologies in use today
- Describe the historical evolution of AI up to the present day

### **Analyze the current AI landscape**

- Explain the real capabilities of AI today
- Distinguish between AI myths and realities
- Recognize the current limits of AI
- Identify the main players and trends in the AI market

### **Assessing the impact of AI**

- Identify the concrete applications of AI in your professional sector
- Anticipate the potential transformations linked to AI in your working environment
- Recognize the opportunities and challenges linked to the adoption of AI
- Evaluate the ethical and social implications of using AI

## **Developing a critical approach**

- Critically analyze AI-related announcements and promises
- Identify key success factors and risks in AI adoption
- Assess the relevance of AI for specific use cases

## **Preparing for the future**

- Formulate a clear vision of the role of AI in its professional context
- Identify needs for further training in AI
- Develop a personal approach to integrating AI into professional practice

# **Assessment and certification**

## **CERTIFICATE OF ATTENDANCE**

A certificate of attendance is systematically issued to each participant at the end of the course. This official document is sent to you directly after the trainer has validated your attendance.

## **AI AWARE CERTIFICATION BADGE**

To make the most of your new skills, we offer you the opportunity to earn our '**AI AWARE**' certification badge. This certification is obtained by validating an online test that evaluates your understanding of the key concepts covered during the training. The badge is issued by Moov AI as soon as you achieve a minimum score of 75% on the validation test. This certification provides official proof of your mastery of the fundamentals of AI and can be shared on your professional networks.

## Detailed course outline

### Module: History of AI (30mins)

- Origins and evolution of AI
- Major developments in machine learning
- Emergence of deep learning
- Evolution of transforming architectures
- Key milestones in the development of LLMs
- Future trends and prospects

### Module: Overview of current AI capabilities (30mins)

- Introduction to types of AI
- Predictive AI capabilities
- Generative AI capabilities
- Practical Applications by Domain

### Module: Benefits and positive impact of AI in organizations (30mins)

- Impact on Performance
- Strategic Benefits
- Value Creation
- Human Impact
- Organizational Transformation
- Operational Benefits

### Module: Issues and challenges of AI in organizations (30mins)

- Organizational Challenges
- Technological Challenges
- Strategic Risks
- Human Challenges

- Governance Challenges
- Implementation Challenges

## Module: Introduction to LLMs and Generative AI (30mins)

- LLM definition and fundamentals
- Architecture and basic operation
- Model types and their characteristics
- Current capabilities and limitations
- Key concepts: tokens, embeddings, prompts
- Impact on different business sectors