Course outline :
Immersive AI for sales team

Overview

This immersive 7-hour training course plunges you into the world of sales enhanced by artificial intelligence. Through sales negotiation simulations and real-life scenarios, you'll discover how AI can transform your sales approach. Participants are confronted with real-life sales scenarios, such as qualifying prospects, personalizing sales proposals and optimizing the sales cycle. You'll learn how to use AI to analyze buying behavior, predict market trends and automate time-consuming administrative tasks. This unique experience combines proven sales techniques with the latest innovations in AI, all accompanied by personalized coaching and detailed feedback. You will walk away with actionable strategies to increase your conversion rate and boost your sales effectiveness.

Who should attend

This course is specially designed for sales professionals who want to revolutionize their sales approach:

- Sales representatives looking to optimize their performance with AI
- Sales managers looking to modernize their team's practices
- Business development managers looking to maximize their prospecting efforts
- Key account managers looking to enrich their customer relationships
- Sales growth managers looking to digitalize their strategy

Key information

- **Duration**: 7 hours
- **Level**: Intermediate - Advanced
- **Training series**: Immersion
- **Languages**: French or English
- **Delivery format**: Virtual or Face-to-face
- **Delivery mode** : Synchronous, trainer-controlled
- **Session type**: Private group training
- **Group size:** 8 to 16 participants
- **Possible certification:** AI Expertise

Prerequisites

- Amplification training

Overall training objectives

- **Advanced use of generative AI tools**
  Use multiple AI tools simultaneously for advanced workflows, optimize in real time, adjust based on feedback, and handle the unexpected efficiently.

- **Applying generative AI to complex situations**
  Analyze complex situations to identify AI interventions, evaluate results under stress, adapt approaches according to constraints, detect biases, and establish links for innovative solutions.

- **Making strategic decisions with generative AI**
  Prioritize complex actions, justify the use of AI, evaluate solutions in real time, argue choices in front of stakeholders, and constructively criticize peers' approaches.

- **Creating optimized solutions with generative AI**
  Design innovative solutions, develop adaptive strategies, create advanced protocols and optimized workflows, and generate creative approaches to solving complex problems with AI.

Skills acquired

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

Apply

- Mobilize several AI tools simultaneously in complex situations
- Execute advanced AI-integrated workflows under time constraints
- Implement optimization strategies in real time
- Dynamically adjust the use of tools according to feedback received
- Efficiently manage unforeseen AI situations

Analyze

- Deconstruct complex professional situations to identify AI intervention points
- Critically examine results produced under stressful conditions
- Differentiate optimal approaches according to situational constraints
- Detect potential biases and errors in AI outputs
- Establish connections between different problems to develop innovative solutions

Evaluate

- Prioritize actions in complex multi-factorial situations
- Justify strategic choices when using AI under pressure
- Evaluate the relevance and quality of solutions generated in real time
- Argue decisions taken in the face of diverse stakeholders
- Constructively criticize the approaches used by their peers

Create

- Design innovative solutions combining multiple AI tools
- Develop adaptive intervention strategies in complex situations
- Develop advanced AI protocols
- Generate creative approaches to solve novel problems

Teaching methods

- Simulations and complex situations
- Practical exercises
- Group discussions

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 MASTERY CERTIFICATION BADGE
To make the most of your new skills, we offer you the opportunity to earn our '**AI Expert** certification badge. This certification is obtained by validating an online test that evaluates your understanding of the key concepts covered during the training course. 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

In this one-day simulation, participants are immersed in a complex business development scenario for a fast-growing technology company. The initial context presents a situation where the company is launching a new range of innovative solutions, and participants, divided into teams, must develop a comprehensive sales strategy in a highly competitive market. Right from the start of the day, they discover their mission: to achieve ambitious sales targets by intelligently using different AI tools to optimize every stage of the sales process.

The simulation begins with a planning phase where teams learn how to use AI for market analysis and prospect qualification. As the day progresses, new elements add complexity to the scenario: the emergence of an unexpected competitor, changes in the purchasing behavior of target customers, and unforeseen budget constraints. These twists and turns force participants to adapt their strategy in real time, using AI to generate personalized sales proposals, analyze predictive opportunities and optimize sales messages.

Teams must navigate through different phases of the sales cycle, using a range of AI tools: from copywriting wizards to create impactful emails, to predictive analytics tools to identify the best opportunities, to AI-enhanced CRM platforms for lead follow-up. At each stage, they receive personalized feedback and expert advice,

enabling them to refine their approach and maximize their sales effectiveness. The day ends with a results presentation where each team shares their winning strategies and lessons learned in using AI to amplify their commercial impact.

This complete immersion allows participants to live a realistic AI-enhanced sales experience, while developing practical skills they can immediately apply in their professional context. The simulation highlights not only the technical use of AI tools, but also the importance of maintaining the human aspect in sales relationships, creating an optimal balance between technology and sales expertise.