PROGRAM 05

AI for Sales Teams

A hands-on program that shows sales teams how to use AI to prepare faster, follow up better and spend more time selling.

Every program is tailored to your organisation. It's what we do. We build it around your products, customers, sales process and the conversations your team actually has, so this sample is a starting point, not a set syllabus.

Who it's for

- Any sales team, from new reps to senior account managers
- Teams spending too much time on admin and preparation
- Organisations rolling out tools like Copilot, ChatGPT or Claude

What changes

- Faster account research and call preparation
- Sharper follow-ups and proposals in less time
- Confident, responsible use of AI with customer information

Sample journey

Session	Module	Practised on the job
1	**AI Foundations for Sales**	Set up your AI tool and build three go-to prompts
2	**Account Research & Call Prep**	Prepare for your next three calls with AI
3	**Follow-Ups & Proposals**	Draft a follow-up email and proposal section with AI, then sharpen it
4	**Practising Tough Conversations**	Role-play a price objection with AI before the real call

Between sessions: prompts to try in your own work, plus short Elevate Mode scenarios.

Ways to run it

One-off

Pick 1-2 topics as a 2-hour or half-day workshop

Virtual program

Two 90-minute sessions over two weeks

In person or blended

A full day onsite, or a mix of onsite and virtual

What's included

- Discovery call and attendee questionnaire
- Workbook and frameworks
- Elevate Mode practice access
- Post-program summary and impact survey

How pricing works

Quoted after a free consultation, based on group size, number of sessions and format. No cost and no obligation.

Shape this around your team

Schedule a free consultation →

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