

THE IN-HOUSE TRAINING COMPANY

ChatGPT and AI for sales and marketing professionals

Overview

ChatGPT, along with other AI tools, aims not to replace the human touch in management, but to enhance it.

By addressing repetitive, daily tasks, these tools free up managers to concentrate on core responsibilities like strategic decision-making, team development, and innovation. As we move further into the digital age, integrating tools such as ChatGPT isn't a luxury; it's the future of proactive leadership.

Learning objectives

- Comprehensive AI understanding: gain an in-depth understanding of how AI, especially ChatGPT, can revolutionise sales and marketing
- Practical AI applications: learn to apply AI tools in content marketing, sales research, and social media strategies
- Enhanced communication skills: develop compelling sales and marketing copy using AI
- Strategic implementation: master the integration of AI in sales and marketing processes for optimal outcomes
- Ethical awareness: understand the ethical considerations and best practices in AI usage

Benefits for participants

- Advanced skill set: acquire cutting-edge skills in AI applications, vital for modern sales and marketing professionals
- Improved marketing strategies: learn to create more engaging and effective marketing content with AI assistance
- Increased sales efficiency: understand how to utilise AI for more effective sales research and personalised customer communication
- Competitive edge: equip with knowledge and tools to stay ahead in the rapidly evolving digital marketing landscape

Format

A thoroughly enjoyable, very practical one-day workshop, led by one of our most popular trainers.

Expert trainer

Graham specialises in providing high-quality consultancy, coaching and training in sales, sales management, customer service and personal productivity. He has a long career in sales and was a top-performing IT and solutions sales professional and sales manager. His most recent full-time role was as Managing Director of Sales Productivity and Development for Thomson Financial, helping develop a large European sales force.

His work has taken him all over the world and involved him in working closely with hundreds of different organisations from all business sectors, his client list including such organisations as BT, Vodafone, AT&T, Orange, Pfizer, GSK, Boots, Unilever, American Express, Thomas Cook, Apple, Sony, Motorola, Cisco, MFI, Barclays Bank, LIFFE, Abbey National, Prison Service, Home Office, Law Society, BBC, Daimler-Chrysler, Citroen, Weetabix, Nikon, Shell and many, many others. In addition he has written over twenty books published in several different countries, including Companies don't succeed – people do!, 90 Brain Teasers for Trainers, Customer Service Games for Training, Sales Training Games, Telephone Tactics and Working Smarter.

Known internationally as both a trainer and a popular motivational speaker, he believes that effective learning has to be interactive and challenging. All his learning events are built around practical exercises, role play and case studies. His training style focuses not on just explaining new ideas or developing new skills, but also on motivating people to use them and to develop themselves as individuals. This approach gets results, as the following comments from course participants show:

'Brilliant course, really interesting and very focused to my job role and day to day work.'

'Took away some very good ideas that I can use every day... good examples too.'

'Very confident in the subject, and amusing too. Made the course very interesting. A very clear sales model to use going forward.'

'Full of useful hints and tips which I will apply to my job.'

'Extremely well presented and structured'

'A very intensive course and a lot of concrete tools provided.'

'Useful data, tools and insights; engaging and interesting as always.'

'Very good... contained everything we do on a regular basis and problems we have come across... the exercises made it very interesting too.'

Workshop outline

1 Introduction and course overview

- Welcome and participant introductions
- Course objectives and overview
- The role of AI in modern sales and marketing

2 AI in content marketing

- Introduction to AI-driven content marketing
- Using ChatGPT for blog posts, articles, and web content
- Enhancing SEO and online visibility with AI
- Case studies of successful AI content strategies

3 AI in sales research

- Leveraging AI for market and customer analysis
- AI tools for competitor research and industry trends
- Integrating AI with CRM for enhanced customer insights
- Practical exercise: conducting sales research using AI

4 AI in social media marketing

- Crafting AI-generated social media content
- AI for social media trend analysis and engagement tracking
- Building brand presence with AI-driven campaigns
- Workshop: creating social media posts using ChatGPT

5 Writing sales and marketing copy with AI

- Principles of effective sales and marketing copy
- ChatGPT for generating persuasive copy
- Tailoring messages to different audiences using AI
- Group activity: writing AI-assisted marketing copy

6 AI-enhanced sales emails and presentations

- Best practices for sales emails and pitch decks
- Using ChatGPT for personalised email campaigns
- Creating impactful sales presentations with AI assistance
- Hands-on exercise: drafting sales emails and presentations

7 Utilising key AI applications in sales and marketing

- Overview of essential AI tools beyond ChatGPT
- Integration strategies for various AI applications
- Ethical considerations in AI usage

8 Conclusion and wrap-up

- Recap of key takeaways
- Implementing AI in sales and marketing: next steps
- Q&A session
- Feedback and closing remarks

Any questions?

Please just give us a call on **01582 463463** – we're here to help!
Or visit www.theinhousetrainingcompany.com