

Generative AI for Sales Teams

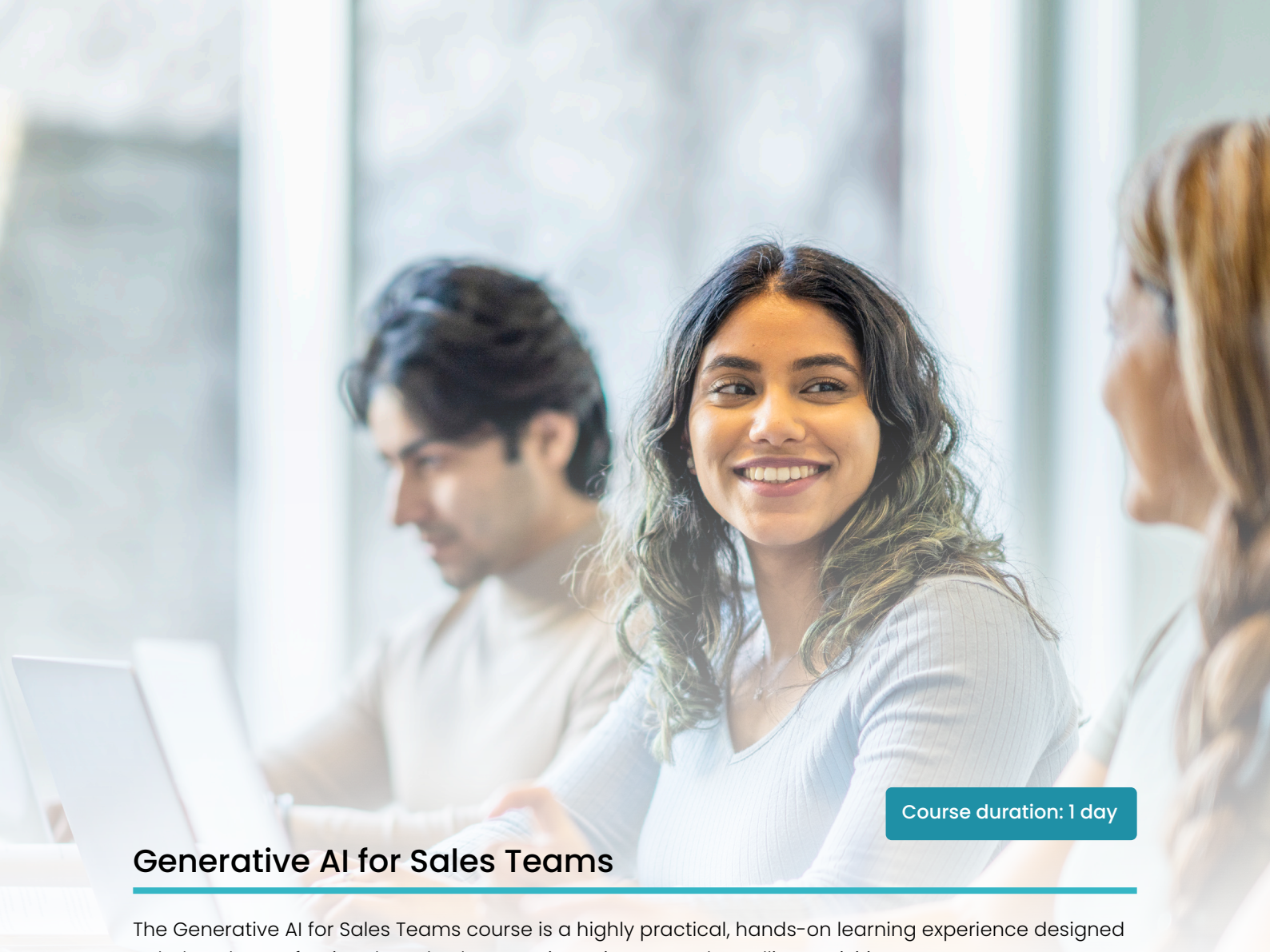


pm-partners

**Generative AI
for Sales
Teams**

COURSE PARTICIPATION
CERTIFICATE

ACHIEVEMENT



Course duration: 1 day

Generative AI for Sales Teams

The Generative AI for Sales Teams course is a highly practical, hands-on learning experience designed to help sales professionals embed generative AI into everyday selling activities.

This is not an AI theory course.

Participants will work directly with AI tools to generate leads, craft personalised outreach, prepare for meetings, design compelling presentations, and develop high-impact proposals that resonate with clients.

Through structured prompt frameworks and real sales scenarios, participants will learn how to:

- Identify and qualify better opportunities faster
- Personalise outreach at scale without losing authenticity
- Prepare for sales conversations with deeper insight
- Design clear, persuasive and client-focused presentations
- Create compelling proposals that align to customer needs and value drivers
- Improve follow-up consistency and deal progression
- Use AI confidently and responsibly in customer interactions

By the end of the course, participants will have a set of practical prompts and techniques they can use immediately to improve sales performance.



Objectives

This course will enable participants to:

- Use generative AI to support key sales activities across the pipeline
- Apply structured prompt frameworks (e.g., RTF, CREATE) to sales scenarios
- Generate personalised outreach, presentations and proposal content
- Design structured, persuasive sales presentations tailored to client needs
- Create compelling proposals that clearly articulate value and differentiation
- Improve meeting preparation and discovery questioning
- Maintain pipeline momentum through structured follow-ups
- Increase productivity by reducing time spent on administration and preparation

Key topics

- Introduction to generative AI in sales
- Responsible and effective use of AI in customer engagement
- Prompt engineering frameworks for sales professionals
- AI-assisted prospecting and lead qualification
- Personalised outreach and messaging
- Sales conversation preparation and discovery
- Designing high-impact sales presentations
- Creating compelling, client-focused proposals
- Pipeline management and follow-up optimisation
- Iterative refinement and prompt logs

Practical sales scenarios covered

Throughout the day, participants will apply AI tools to real sales challenges, including:

- Generating a targeted prospect list and qualification criteria
- Writing personalised outreach emails for different buyer personas
- Preparing for a client meeting with tailored discovery questions
- Designing a clear and persuasive client presentation
- Creating a compelling proposal aligned to client needs and value drivers
- Building a structured follow-up sequence to move deals forward

Each activity focuses on outputs that can be used immediately in live sales situations.



Course delivery

This course is delivered live by one of our certified facilitators using a highly practical, structured format.

Participants will:

- Experiment with prompts and refine outputs iteratively
- Share insights and approaches
- Build a personal AI prompt log

Courses can be delivered:

- Face-to-face
- Virtually
- Customised for in-house sales teams

Learn more about our virtual training [here](#).

Who is this course for?

- Account Managers
- Business Development Managers
- Sales Executives
- Client Engagement Leads
- Sales Leaders

Participants should:

- Be practising sales professionals
- Understand core sales processes (e.g. pipeline, qualification, closing).

BYOD REQUIREMENTS: This is an immersive hands-on course, so you will need to bring your preferred device to the training course. Your device will need to be equipped with a generative AI model that supports unlimited prompt entries. (e.g. Copilot, ChatGPT, Gemini, Claude).

PDUs Participants who have been awarded the Project Management Professional (PMP)[®] credential by the Project Management Institute (PMI)[®] are eligible to earn **7 PDUs** for their participation in this course (5 Ways of Working, 2 Business Acumen).

Participants holding any of the Project Management accreditations (CPPP/ CPPM/ CPPD) are eligible to earn **14 CPDs** for this short course.

Why learn with PM-Partners?

For **over 25 years**, PM-Partners has helped organisations uplift capability across Australia, New Zealand and South-East Asia. Our facilitators are experienced practitioners who combine real-world expertise with best-practice delivery methods. **We don't just teach AI. We show you how to apply it responsibly, strategically and practically.**

Because we turn your career goals into reality.

Poor project skills are consistently cited as a key reason for project failure. To be successful in project delivery, it's critical to invest in yourself and the capabilities of your team.

Certification and training are a critical part of that journey. But you need to know which steps to take, and when, to ensure you're heading in the right direction. That's where our expert guidance and support comes in.

Tell us where you want to go

At PM-Partners, we start every conversation with the question, 'Where are you trying to go?' We then apply our expertise to show you exactly 'how' to get there.

We believe that having the relevant skills and methodologies is critical to delivery success, and ultimately career success. Depending on your aims, our team of professional development consultants will work closely with you to create a development pathway, or team training program, that aligns with your goals.

Helping to build capability for over 25 years

Our accredited programs provide certification and development across a range of globally recognised project management and delivery streams.

Each year, our expert facilitators train and certify more than 15,000 people throughout Australia, New Zealand and South-East Asia to best practice standards. All are highly qualified practitioners in their field, and they draw from real-life scenarios and their own experience to add real value for individuals, teams and organisations.

Our promise to you

PM-Partners is committed to providing industry leading education that is relevant, up-to-date and designed to meet your specific needs.

We offer qualifications across multiple disciplines, including key products in PeopleCert's best practice portfolio, such as ITIL®, PRINCE2® Project Management, PRINCE2® Agile Project Management, PRINCE2® Programme Management, Prince2® Portfolio Management, and P3O®; APMG's AgilePM®, AgileBA®, AgilePgM™, Lean Six Sigma, Managing Benefits and Change Management; as well as the Scaled Agile Framework® (SAFe®); and Business Analysis programs from The Australian Chapter of the International Institute of Business Analysis™ (IIBA®), to name a few.

To learn more about how we can support you or your organisation, contact our team on 1300 70 13 14.



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25

years of
customer results

15,000

people trained
annually

4

integrated
service lines

85,000

resources
globally

17.6

average years'
experience of our
senior advisors

52%

of all our courses
incorporate Agile

41

globally
recognised
certifications and
accreditations

\$3bn

projects and
programmes
delivered annually

310

experts across
Australia and
ASEAN

80%

of the top 200
ASX companies

16

best practice global
methodologies and
frameworks

99%

first time
pass rate for
certifications



PM-Partners have been leaders
in training and professional
certification for over 20 years.

Our trainers are highly qualified
practitioners in their chosen fields.



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