



# CompTIA: AI for Sales Essentials

Course ID #: 7000-1139-ZZ-Z

Hours: 7

## Course Content

### Course Description:

AI for Sales Essentials is a practical, scenario-based course that empowers sales professionals to leverage generative AI tools at every stage of the sales cycle. This 6–8 hour interactive training covers key applications such as prospect research, personalized outreach, call planning, CRM automation, and proposal drafting - helping sales teams improve efficiency, win rates, and client engagement. A competency assessment is included, allowing organizations to measure and validate AI proficiency across their sales force.

### Course Objectives:

Upon successful completion of this course, students will be able to:

- apply core AI concepts to every stage of the sales cycle, from prospecting and outreach to qualification and follow-up
- use AI tools and effective prompts to research accounts, personalize messaging at scale, streamline sales workflows, and analyze activity data to focus on the most promising opportunities

### Prerequisites:

None

### Topics:

#### Lesson 1: Conduct AI-driven research on buyers, companies, and industry trends

- Use AI to gather market, buyer, and competitive intelligence to uncover pain points and priorities

#### Lesson 2: Personalize outreach and generate sales messaging with AI

- Use AI to draft, refine, and tailor messages and talk tracks to each buyer

#### Lesson 3: Automate prospecting and lead management with AI

- Use AI to score leads, organize your pipeline, and automate follow-up sequences

#### Lesson 4: Use AI to prepare for, document, and analyze sales meetings

- Use AI to create pre-meeting briefs, summarize calls, and generate CRM-ready notes and action items

#### Lesson 5: Co-develop solution strategies and proposals using AI

- Use AI to brainstorm solutions, translate features into business value, and craft competitive, ROI-focused proposals



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## Lesson 6: Develop account growth and expansion strategies with AI

- Use AI to identify upsell and cross-sell opportunities and generate targeted expansion outreach

## Lesson 7: Build sales skills through AI-driven analysis

- Use AI to role-play scenarios, practice objection handling, and receive personalized coaching

Register for this class by visiting us at:

[www.tcworkshop.com](http://www.tcworkshop.com) or calling us at 800-639-3535

## NASBA Information

**Level:** Intermediate

**Attendance Requirement:** To be awarded the full credit hours, you must sign in and attend the entire course.

**Fields of Study:** Computer Software & Applications

**CPEs:** 7.80

### **Policies: Course Registration, Cancellation, Refund and Complaint Resolution**

For more information regarding administrative policies such as complaint and refund, please contact our offices at 800-639-3535 or visit us at: [www.tcworkshop.com](http://www.tcworkshop.com)

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