



DIGITAL INNOVATION AND TRANSFORMATION | DIT-031

# Generative AI for Sales and Customer Service

## Contact

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## Address

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# Course content

## Why Attend

Sales and customer service teams can use generative AI to research accounts, personalise outreach, prepare proposals, answer customer questions and coach agents. Used well, AI raises productivity and customer satisfaction.

This Aractech course covers practical AI applications for prospecting, account research, proposal writing, sales coaching, customer service responses, knowledge bases and analytics, together with data protection and brand consistency. Participants build AI-assisted sales and service workflows.

## Course Methodology

- Hands-on exercises
- Role plays
- Prompt workshops
- Case studies
- Workflow design

## Course Objectives

- Use AI for account research and prospecting
- Personalise outreach and proposals with AI
- Apply AI to sales coaching and preparation
- Improve customer service responses with AI
- Build AI-supported knowledge bases
- Govern AI use for data and brand

## Target Audience

- Sales professionals and managers

# Course content

- Customer service managers and agents
- Account managers
- Business development staff

# Course outline

## Detailed course outline

Day-by-day outline for Generative AI for Sales and Customer Service.

### Day 1 - AI in Sales and Service

- 09:00-09:45 | Use cases
- 09:45-10:30 | Tools
- 10:30-11:00 | Limitations
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Limitations (continued)
- 11:45-12:30 | Customer expectations
- 12:30-14:00 | Exercise: Opportunity mapping

### Day 2 - Prospecting and Proposals

- 09:00-09:45 | Account research
- 09:45-10:30 | Personalised outreach
- 10:30-11:00 | Proposal drafting
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Proposal drafting (continued)
- 11:45-12:30 | Value messaging
- 12:30-14:00 | Lab: Proposal exercise

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### Day 3 - Sales Coaching

- 09:00-09:39 | Call preparation
- 09:39-10:56 | Objection handling practice
- 10:56-11:00 | Meeting summaries
- 11:00-11:30 | Coffee break
- 11:30-12:05 | Meeting summaries (continued)
- 12:05-12:43 | CRM updates
- 12:43-14:00 | Role play: AI-supported preparation

### Day 4 - Customer Service

- 09:00-09:45 | Response drafting
- 09:45-10:30 | Knowledge bases
- 10:30-11:00 | Chatbots
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Chatbots (continued)
- 11:45-12:30 | Quality assurance
- 12:30-14:00 | Case study: AI service desk

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### **Day 5 - Governance and Workflows**

- 09:00-09:45 | Data protection
- 09:45-10:30 | Brand voice
- 10:30-11:00 | Accuracy
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Accuracy (continued)
- 11:45-13:15 | Workflow design
- 13:15-14:00 | Capstone: Sales and service AI playbook

# Seminar dates

## Available seminar dates

Live dates and pricing for Generative AI for Sales and Customer Service generated from the course details page.

| Date                  | Location  | Format    | Fee    |
|-----------------------|-----------|-----------|--------|
| 2 - 6 November 2026   | Barcelona | Classroom | €2,815 |
| 21 - 25 December 2026 | Frankfurt | Classroom | €1,875 |
| 18 - 22 January 2027  | Dubai     | Classroom | €1,845 |
| 15 - 19 February 2027 | Istanbul  | Classroom | €1,978 |
| 15 - 19 March 2027    | Vienna    | Classroom | €3,225 |
| 19 - 23 April 2027    | Barcelona | Classroom | €2,815 |
| 17 - 21 May 2027      | Paris     | Classroom | €3,825 |
| 21 - 25 June 2027     | Frankfurt | Classroom | €1,875 |
| 19 - 23 July 2027     | Barcelona | Classroom | €2,815 |
| 16 - 20 August 2027   | Frankfurt | Classroom | €1,875 |

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| Date                   | Location      | Format        | Fee    |
|------------------------|---------------|---------------|--------|
| 20 - 24 September 2027 | Geneva        | Classroom     | €4,315 |
| 18 - 22 October 2027   | Istanbul      | Classroom     | €1,978 |
| 15 - 19 November 2027  | Cape Town     | Classroom     | €1,625 |
| 20 - 24 December 2027  | Barcelona     | Classroom     | €2,815 |
| 2 - 6 November 2026    | Online / Live | Online / Live | €1,815 |
| 21 - 25 December 2026  | Online / Live | Online / Live | €1,815 |
| 18 - 22 January 2027   | Online / Live | Online / Live | €1,815 |
| 15 - 19 February 2027  | Online / Live | Online / Live | €1,815 |
| 15 - 19 March 2027     | Online / Live | Online / Live | €1,815 |
| 19 - 23 April 2027     | Online / Live | Online / Live | €1,815 |

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| Date                   | Location      | Format        | Fee    |
|------------------------|---------------|---------------|--------|
| 17 - 21 May 2027       | Online / Live | Online / Live | €1,815 |
| 21 - 25 June 2027      | Online / Live | Online / Live | €1,815 |
| 19 - 23 July 2027      | Online / Live | Online / Live | €1,815 |
| 16 - 20 August 2027    | Online / Live | Online / Live | €1,815 |
| 20 - 24 September 2027 | Online / Live | Online / Live | €1,815 |
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