

AI-Enabled Sales Performance

How business leaders can use AI to qualify better, differentiate more effectively, and win more business.

AUDIENCE

CEOs, Presidents, CROs, VPs of Sales, Sales Directors and other executives responsible for revenue performance.

FORMAT

Three segments. Offered **in-person or virtually** to fit your team's schedule.

This program doesn't teach a collection of AI tools. It teaches executives how to identify where AI can improve the effectiveness, consistency, and productivity of their sales organization — and how to build repeatable processes around those opportunities.

Three Fundamental Sales Challenges

Each segment includes five instructional subsections, hands-on AI exercises, and a final deliverable customized to your business.

SEGMENT 1 QUALIFY

"Are we pursuing the right opportunities?"

Use AI to identify, research, prioritize, and qualify prospects so salespeople focus on opportunities with the highest probability of becoming profitable customers.

DELIVERABLE

AI-Enabled Lead Qualification System

SEGMENT 2 DIFFERENTIATE

"Are we effectively communicating why customers should choose us?"

Use AI to translate company capabilities into compelling, customer-specific business value — not generic company presentations.

DELIVERABLE

AI-Enabled Value Proposition Playbook

SEGMENT 3 CLOSE

"Are we managing opportunities to increase our probability of winning?"

Use AI to improve deal strategy, stakeholder management, objection handling, negotiation, forecasting, and closing discipline.

DELIVERABLE

AI-Enabled Deal Strategy & Closing System



The AI-Enabled Sales Operating System

What every participant leaves with, after all three segments

01 • QUALIFY

Who should we pursue?

AI helps research, prioritize, qualify, and disqualify opportunities.

02 • DIFFERENTIATE

Why should they buy from us?

AI helps translate capabilities into customer-specific business value.

03 • CLOSE

What must happen to win?

AI helps expose risk, map stakeholders, and prepare negotiations.

Bring Your Real Business



Participants work on their actual customers, prospects, value propositions, and opportunities throughout the program. By the end, they haven't just learned about AI — they've built an AI-enabled sales management system customized to their company.

3x

Three Segments

51 total hours combining instruction and hands-on implementation.



In-Person or Virtual

Delivered the way that works best for your leadership team.



Real Deliverables

A capstone system built for your business after every segment.

Ready to Build Your AI-Enabled Sales System?

Let's discuss how this program fits your leadership team and revenue goals.