



# WorkingSm@rt<sup>®</sup> using AI

For a Better Way to Work  
Sales Professionals

## Leveraging AI for a Better Way to Work

This workshop is designed to empower sales professionals with the knowledge and tools to integrate AI into their daily workflows. Participants will explore the capabilities of AI tools like Microsoft Copilot, learning how to automate routine tasks, enhance communication, and streamline their processes.

### Outcome:

By the end of this workshop, participants will be equipped with practical knowledge and skills to leverage AI tools, improving their processes and staying ahead in the rapidly evolving landscape of AI in sales.

### Who Should Attend:

Sales Professionals looking to enhance their efficiency and effectiveness through the integration of AI tools in their daily operations.

### Format:

- Half day virtual instructor-led session

### Tools Provided:

- Ongoing support through a responsive AI chat resource to reinforce learning
- Comprehensive Learning Guide
- Enrollment in our monthly LearningLink e-newsletter

### Related Training:

- WorkingSm@rt using Outlook
- WorkingSm@rt using Microsoft Teams
- WorkingSm@rt using OneNote
- WorkingSm@rt in Meetings

The logo for Priority, featuring the word "Priority" in a red, cursive script font with a registered trademark symbol.

A Better Way To Work

# Detailed Synopsis:

## WorkingSm@rt using AI for a Better Way to Work: Sales Professionals

---

### Unit 1: Understanding the Fundamentals and Future of Generative AI

- Develop a basic understanding of generative AI.
- Discover how AI is impacting both businesses and business professionals today.
- Recognize AI capabilities and limitations.
- Identify ethics and data privacy considerations when using AI.

### Unit 2: Leveraging AI tools

- Navigate the overwhelming number of AI tools available today.
- Understand how AI can be used to improve efficiency in daily tasks.
- Discover best practices using AI, including prompt engineering and refinement.
- Identify new and unique ways in which AI is being applied in business today.
- Recognize upcoming advancements that will reshape AI usage in business.
- Identify strategies for adapting AI as the technology evolves.

### Unit 3: Being Productive using AI

- Practice using proven AI solutions applied to time-consuming tasks we do every day.
- Incorporate AI tools like Microsoft Copilot to automate routine tasks.
- Understand how to leverage AI in your daily workflow.

### Unit 4: Practicing using AI for Sales Professionals

- Utilize AI as your personal sales and marketing assistant.
- Apply techniques to boost prospecting, lead generation, and client communication.
- Identify opportunities to become a more creative, effective, and productive Sales professional.
- Discover new Key Sales Tools.



A Better Way To Work