Training: CompTIA
CompTIA AI for Sales Essentials

TRAINING GOALS:

Artificial intelligence has moved far beyond basic automation and data crunching. Today's AI tools can research accounts, draft personalized messages, analyze call transcripts, and even coach you on negotiation tactics. As a modern sales professional, learning to guide these systems is no longer a nice-to-have skill; it is a competitive requirement. By mastering AI workflows you can uncover buying signals faster, tailor outreach at scale, and focus your time on the high-value conversations that close deals.

In this course, you will do the following:

- Conduct AI-driven buyer and market research: Use AI to gather, summarize, and analyze information from public sources, uncover buyer pain points and priorities, and surface industry and competitive insights to strengthen your sales conversations.
- Personalize outreach and messaging: Draft, edit, and refine personalized outbound messages across channels. Use AI to tailor talk tracks and conversation starters to each buyer’s role, context, and communication style.
- Automate prospecting and lead management: Use AI to score and prioritize leads, organize your pipeline, and generate sequenced follow-up messages to keep deals moving efficiently.
- Prepare and analyze sales meetings: Create pre-meeting briefs, suggested questions, and rapport-building insights with AI. Summarize and analyze call transcripts, generate CRM-ready notes, and produce action items or follow-up messages.
- Co-develop strategies and proposals: Use AI to brainstorm and refine solution ideas, translate product features into client-focused language, and prepare competitive differentiators or ROI-driven proposal content.
- Develop account growth strategies: Identify needs-based upsell and cross-sell opportunities and generate targeted outreach that supports long-term customer development and account expansion using AI insights.
- Build sales skills through AI coaching: Role-play sales scenarios, practice objection handling, and upload performance data for AI-generated insights and personalized coaching to strengthen your overall sales capabilities.

Jobs You Can Land With CompTIA AI for Sales Essentials

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- Sales Representative
- Account Manager
- Business Development Representative (BDR)
- Sales Operations Manager
- Customer Success Manager
- Sales Director / Head of Sales
- Inside Sales Specialist

This course is for anyone who makes a living from "delivering targets" and wants to use AI to shorten the sales cycle and better prepare for conversations with customers.

CONSPECT:

- Course Kick-Off and AI Basics
  - Course Introduction
    - Course Introduction
    - How to Use This Course
    - Activity: Pre-Assessment
  - Prompt Fundamentals
    - Introduction to Generative AI
    - Elements of an Effective Prompt
    - Introduction to Contextual Files
    - Activity: Crafting an Effective Prompt
  - Using AI Responsibly and Securely
    - The Risks of Using AI
    - The Importance of Verifying AI Outputs
    - Types of Errors in AI Outputs
    - Activity: Verify AI Outputs
- AI Powered Research and Intelligence
  - Rapid Buyer and Company Research
    - Using AI for Customer Research
    - Quick Company Insights
    - One-Page Prospect Brief and Research Prompts
    - Analyze and Extract Communication Preferences
    - Case Study: AI Prospect Summary and Style Analysis
  - Persona and Pain-Point Builder

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        - Generating and Understanding Personas
        - Context-Driven ICP and Persona Creation
        - ICP vs. Buyer Persona and Persona Prompt Pack
        - Activity: Improving Persona Inputs
        - Case Study: Context-Driven Persona Builder
    - Industry and Competitor Intel
        - Using AI to Create Battle Cards
        - Competitive Snapshot Guide and Battle-Card Prompts
        - Building a Battle Card with AI
        - Case Study: Create Battle Card
- AI for Prospecting and Outreach
    - Prioritize Sales Efforts with AI
        - Scoring Leads and Prioritzing Pipeline with AI
        - Lead Fit and Engagement Scoring with Prompts
        - Scoring Leads and Prioritzing Efforts
        - Activity: Lead Scoring Validation
    - Personalized Outreach at Scale
        - Generating Outreach Communication with AI
        - Personalization Style Guide and Outreach Prompt Library
        - Activity: Humanizing AI Outreach
        - Case Study: AI Personalization Loop
    - Conversation Starters and Hooks
        - Grabbing Attention with Personalized Messages
        - Conversation Starter Reference and Prompt Guide
        - Case Study: Conversation Starter Builder
- Meeting Prep and Discovery with AI
    - Preparing for Meetings and Effective Discovery
        - Meeting Prep with AI
        - Meeting Preparation Walkthrough
        - Meeting Prep Checklist and Prompts
        - Case Study: Build a Meeting Prep Sheet
    - Post-Meeting AI Powerups
        - Using AI to Drive Success After a Meeting
        - Post Meeting Prompts
        - Walkthrough of After-Meeting Tasks with AI
        - After-Meeting Summary and Follow Up

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- Use AI to Craft Proposals and Negotiate Deals
  - Proposal and ROI Builder
    - Creating Successful Proposals with AI
    - Activity: Building a Proposal using AI
    - Prompts for Successful Proposals
    - Use AI to Build ROI Analysis
    - Improve and Refine Proposals
  - Objection Handling Simulation
    - Practice Objection Handling with AI
    - Object Handling with Voice Mode Walkthrough
    - Objection-Handling Frameworks with Prompts
    - Case Study: Practice Objection Handlling in Voice Mode
- AI Coaching and Content Repurposing
  - AI Coaching
    - Use AI to Improve Your Craft
    - Use AI as a Post-Deal Coach
    - AI Coaching Prompt Pack
    - Coaching Based on Sales Performance Data
    - Case Study: Analyze Transcripts and Coach to Improve
  - Building on Success
    - Use AI to Build on Your Sales Success
    - Activity: Turn Meetings into Growth Messages
    - Content Tree and Repurposing Prompt Pack
    - Account Growth Prompt Pack
    - Case Study: Generate a Follow-Up Message

REQUIREMENTS:

Ideal for sales professionals at any level; no prior AI experience required.

Difficulty level



CERTIFICATE:

The participants will obtain certificates signed by CompTIA (course completion). This course is designed to help you prepare for the CompTIA AI for Sales Essentials CompCert assessment, and after

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successfully passing the assessment at the end of the course, you will earn a Competency Certificate.

TRAINER:

Authorized CompTIA Trainer.

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