

# CHATGPT POWER PLAY IN SALES & MARKETING

GAI-106

**Duration: 1 day; Instructor-led | Virtual Instructor-led**

## ABOUT THIS COURSE

This intensive, one-day workshop dives into the transformative power of ChatGPT for Sales and Marketing. Participants will explore practical, AI-driven strategies to enhance customer engagement, personalize marketing efforts, and streamline sales processes. Through interactive sessions and hands-on experiences, attendees will learn how to leverage ChatGPT's capabilities to gain a competitive edge and drive their sales growth.

## PREREQUISITES

- Basic understanding of digital marketing and sales concepts.
- An open mindset to embrace AI and its potential in business.
- Basic understanding of generative AI.

## AUDIENCE

- Digital marketers aiming to enhance customer interactions and personalization
- Team leaders and managers in sales and marketing looking to optimize their teams' efficiency
- Sales and marketing professionals seeking to integrate AI into their strategies

## COURSE CONTENTS

### Module 1: Importance of Prompt Engineering

- Understanding prompt engineering
- How prompt frameworks guide prompt engineering
- Introduction to popular prompting techniques
- Prompting Checklist

### Module 2: ChatGPT for Sales & Marketing Tasks

- Using ChatGPT to perform sales & marketing tasks
- Listing out varieties of sales & marketing tasks by categories
- Identifying workloads between sales and marketing

### Module 3: Sales Lead Generation

- Lead magnet creation
- Lead capture forms
- Social media lead generation
- Lead scoring

### Module 4: Sales-centric Strategizing

- Sales enablement
- Sales funnel development
- Sales performance measurement
- Sales prospecting
- Sales training and coaching

### Module 5: Enhancing Sales Techniques

- Consultative Selling
- Solution Selling
- Value-based Selling
- Challenger Sale
- Situation-Problem-Implication-Need (SPIN) Selling
- Relationship Selling

### Module 6: Content Marketing

- Content creation and curation
- Content performance
- Content promotion and distribution
- Marketing storytelling

### Module 7: Social Media Marketing

- Social media advertising
- Social media analytics and reporting
- Social media content creation

### Module 8: Email Marketing

- Email personalization
- Call-to-Action (CTA) placement
- Segmentation
- Subject line optimization
- Email list management

### Module 9: Market Research

- Market segmentation
- Market sizing and forecasting
- Customer and competitor analysis
- Survey and focus group design
- Data analysis and interpretation
- Market trend identification