

PROFESSIONAL ONLINE LEARNING TO TRANSFORM YOUR LIFE



Navigate the future of sales with St. Thomas University

Learn how AI is transforming sales processes, boosting customer relationships, and creating tailored strategies. Experience the development of customized strategies through AI insights. Then, distinguish yourself with your certificate from St. Thomas University.

Online, at your own pace

Create a schedule that works for you. Complete the course at your convenience – in under 15-20 hours!

Brought to you by industry leaders

Gain insights from our world-renowned instructors, experts in AI and sales. Benefit from their guidance on real-world applications to achieve sales success.

Relevant techniques, applied to your own projects

During the 8-module program, immerse yourself in hands-on projects and vibrant discussions, applying AI principles directly to your sales challenges. This experience fosters interactions with peers and industry leaders, enriching your learning journey and broadening your professional network.

Included program highlights

- Understand key AI concepts for sales strategies.
- Leverage AI in CRM for better customer relationships.
- Discover AI-based personalized sales training.
- Use AI for actionable insights and multichannel effectiveness.
- Consider ethics in AI sales integration.

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1

Intro to Artificial Intelligence (AI)

Explore AI's impact on sales strategies, understanding foundational principles. Learn AI fundamentals to gain an edge, preparing for strategic integration. Prepares you to effectively integrate AI in sales, making strategies dynamic.

2

AI CRM Solutions

Discover AI's role in revolutionizing CRM, boosting customer engagement and efficiency. Transform data into insights for personalized experiences, revolutionizing interaction. Learn to make smarter, AI-driven decisions, fostering effective CRM strategies.

3

Sales Training and AI

Experience innovative training with AI and VR, improving sales skills and engagement. Immerse yourself in learning environments, enhancing training methods. Utilize AI tools for progress tracking and optimization, tailoring training to needs.

4

Intersection of AI and Sales

Investigate AI's reshaping of sales through automation and personalization, making strategies efficient. Enhance satisfaction and drive sales with AI insights, leveraging data for outcomes. Learn to streamline processes using AI, enhancing efficiency.

5

AI for Customer Insights

Leverage AI for predictive analytics and understanding, transforming data into insights. Employ AI to refine marketing and sales, aligning with needs. Gain insights into behavior to enhance sales effectiveness, making strategies more customer-centric.

6

Reinforcement Learning in Sales

Introduce reinforcement learning for strategy enhancement, applying AI for tactics. Optimize and personalize with AI, creating targeted approaches. Improve outcomes and loyalty through strategies, fostering personalized experiences.

7

Multichannel AI Strategies

Understand AI's role in harmonizing sales experiences across channels, ensuring journeys. Ensure consistency and enhance optimization with AI, creating experiences. Benefit from AI strategies for customer journeys and sales, maximizing engagement.

8

AI Sales Ethics

Address ethical AI in sales, focusing on bias reduction and integration, ensuring fairness. Emphasize practices, fostering trust and accountability. Ensure integrity and trust with AI applications, building a foundation for responsible use.

Capstone Project: Build your Strategic AI for Sales Implementation Plan

Complete a hands-on project to apply and showcase your AI sales strategies in real-world challenges. This plan provides a roadmap for integrating AI into sales, enhancing customer engagement, and aligning with business goals for a significant shift in sales dynamics.