

Fundamentals of AI Selling

Course Information and Schedule

STRUCTURE: 70% Theory 30% Practical

This 2 day programme is for anyone working within a sales function, who is responsible for selling AI products to their clients. Rather than being a technical course, this programme will focus strongly on developing your ability to sell AI to a variety of stakeholders, in a variety of markets.

COURSE MODULES

DAY 1 - What is AI, and which industries should you be targeting?

Module 1

Developing your battle card:

- > Identifying your stakeholders within the buying process
- > Understanding different buyer personalities
- > Understanding your sales cycle
- > Developing & demonstrating market insights to gain credibility

Module 2

- > Effective questioning to identify the clients needs
- > Qualifying & quantifying the commercial opportunities

DAY 2 - On our second day we'll show you how to present a value proposition specific to the client, industry and, if appropriate, product.

Module 3

- > Objection handling skills
- > Gaining commitment to next steps
- > Effective follow up to ensure buy-in



BY THE END OF THIS PROGRAM, PARTICIPANTS WILL LEARN:

- > Explain what AI means in various markets and applications
- > Understand who your stakeholders are and what drives their purchasing decisions
- > Demonstrate knowledge in your markets through the creation of Insights
- > Demonstrate a deeper level of questioning ability in order to uncover customer needs
- > Develop & deliver a strong value proposition around your AI product/solution
- > Understand how to gain commitment from the client in order to move the sale forward

At the Boston Training Academy (BTA), we tailor our course content to suit each individual participants' experience levels, from beginner to intermediate right up to advanced.

We begin with functional domain knowledge of your relevant institution and then move onto mapping the appropriate technology skills. Our courses are delivered in both long and short formats with a consultative approach in mind. We believe that educating the customer is key in order for them to accept, adopt and utilise the transformative technology solutions and in turn fully benefit from the revolutionary academic and organisational results that AI provides.

Our mission is to become the go-to academy for talent engagement and training across a variety of disciplines. Our extensive curriculum ensures that accreditation from the Boston Training Academy acts as a badge of honour, differentiating the commitment of partners that are willing to go the extra mile with their learning.

Through advanced AI labs and instructor-led training on the latest technologies and techniques across a variety of application domains, our global standards training benefits data science professionals to build strong subject knowledge in the AI space.

KEY COURSES

INTERMEDIATE/ADVANCED

[Certificate in Business Analytics](#)

[Certificate in Deep Learning](#)

[Certificate in Machine Learning](#)

[Certificate in Python for AI](#)

[Certificate in Advance ML](#)

[Certificate in Computer Vision](#)

[Certificate in IOT](#)

[Certificate in Banking Analytics](#)

[Diploma in AI](#)

[Diploma in Machine Learning](#)

[Diploma in Deep Learning](#)

ONLINE STARTER COURSES

[TensorFlow Developer Certificate](#)

[Machine Learning Frameworks](#)

[Fundamentals of NLP](#)

[Fundamentals of Computer Vision](#)

[BI with Power BI](#)

[Python for Data Science](#)

[Path to becoming a ML Engineer](#)

[Fundamentals of Deep Learning](#)

IN DEPTH TRAINING

Domain Training
Core data science & Artificial
Intelligence Solutions
Big data/Advance
data-science & HPC Training

INDUSTRY READINESS

Accelerate learning
and expose participants to
the latest techniques and
how to use them to
gain insights for
your business

DOMAIN KNOWLEDGE

Acquire skills in Data
Science, Machine Learning,
Deep Learning and
data-driven decision making
for increased business value

CONSULTING

Custom designed
solutions including hardware,
software and cloud solutions,
establishing Centre of
Excellence AI Labs

BOSTON AI BUNDLE SOLUTION OFFER

Boston Venom AI Family

- > Image/Audio/Video
- > Autonomous Driving
- > Adversarial Learning
- > Natural Language Processing
- > Reinforcement Learning
- > Limited Precision

2U / 4U Form Factor | Intel® Xeon® Scalable CPUs | Intel® Stratix® FPGA
6x DDR4 2666MHz RAM | 4 PCIe 3.0 x16 slots | 8x 3.5" Drive Bays

Contact us
for pricing