

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 Al, 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

CERTIFICATE
OF PARTICIPATION
This is to certify that

JOHN SMITH

has successfully completed training, and is awarded a Certificate in Al on behalf of the Boston Training Academy

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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.

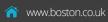
Module 3

- > 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 Al 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 Al 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 Al space.

KEY COURSES

INTERMEDIATE/ADVANCED Certificate in Business Analytics Certificate in Deep Learning Certificate in Machine Learning Certificate in Python for Al Certificate in Advance ML Certificate in Computer Vision Certificate in IOT Certificate in Banking Analytics Diploma in Al 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 Al 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 PCle 3.0 x16 slots | 8x 3.5" Drive Bays

