

AI FOR SALES, MARKETING & CUSTOMER EXPERIENCE



HYBRID TRAINING

14 & 15 Oct 2026 (Wed & Thu)



Remote Online Training (**Zoom**) &
Wyndham Grand Bangsar Kuala
Lumpur Hotel (**Physical**)

**** Choose either Zoom OR Physical Session**

LEARNING OUTCOMES

- By the end of this programme, participants will be able to:
- Understand AI fundamentals and its business applications.
 - Apply AI to improve lead generation and sales prospecting.
 - Create personalised sales and marketing content with AI.
 - Analyse customer behaviour and campaign performance using AI.
 - Enhance customer experience through AI-driven insights and automation.
 - Respond to customer enquiries and complaints more effectively using AI.
 - Design high-quality prompts for consistent AI results.
 - Increase workplace productivity through AI-powered workflows.
 - Develop a practical AI implementation roadmap for their organisation.
 - Use AI responsibly while maintaining human judgment and customer trust.

**REGISTER 3 PAX,
FREE 1 SEAT**



TARGET AUDIENCE

- Sales Executives,
- Marketing Professionals,
- Customer Service Teams,
- Business Development,
- Managers,
- Entrepreneurs

14 HOURS ZOOM & PHYSICAL PROGRAM

**100% HRDC
CLAIMABLE**



COURSE OVERVIEW

Artificial Intelligence (AI) is rapidly transforming the way organisations attract customers, drive sales, deliver marketing campaigns, and create exceptional customer experiences. This practical two-day programme equips participants with the knowledge and hands-on skills to leverage leading AI tools such as ChatGPT, Gemini, Microsoft Copilot, Claude, Canva AI, and other business-focused applications to enhance productivity, improve decision-making, and personalise customer engagement. Participants will learn how to use AI for lead generation, sales communication, content creation, marketing strategy, customer service, customer experience (CX), and customer insights while developing effective prompt engineering techniques to maximise AI performance. Through interactive demonstrations, real-world case studies, practical workshops, and group activities, participants will leave with a personalised AI implementation plan that enables them to confidently integrate AI into their sales, marketing, and customer experience functions while applying AI responsibly, ethically, and strategically.

COURSE CONTENT

DAY 1

AI FOR SALES & MARKETING

Module 1: Introduction to AI in Business

- What is Artificial Intelligence?
- Types of AI used in business
- Generative AI vs Predictive AI
- Current AI trends in sales and marketing
- Benefits and limitations of AI
- Responsible and ethical AI use
- Overview of AI tools:
 - ChatGPT
 - Gemini
 - Claude
 - Microsoft Copilot
 - Perplexity
 - Canva AI

Activity

- AI Readiness Assessment
- AI Myths vs Facts Discussion

Module 2: AI for Sales Prospecting & Lead Generation

- Building Ideal Customer Profiles (ICP)
- Creating buyer personas using AI
- Finding prospects with AI
- Lead qualification using AI
- AI lead scoring concepts
- AI-assisted market research
- Competitor analysis using AI

Practical Workshop

Participants will use ChatGPT to:

- Create an ICP
- Generate buyer personas
- Research potential customers

Module 3: AI-Powered Sales Communication

- AI-generated cold emails
- LinkedIn outreach messages
- WhatsApp sales messages
- Follow-up emails
- Sales proposals

- Objection handling prompts
- Meeting preparation using AI
- Sales call scripts

Hands-on Activity

Generate:

- Cold email
- Follow-up email
- LinkedIn message
- WhatsApp message
- Sales meeting agenda

Module 4: AI for Marketing Content Creation

- Writing social media captions
- Facebook & Instagram campaigns
- Blog writing
- SEO optimisation
- Ad copy creation
- Video scripts
- Product descriptions
- Canva AI Magic Studio

Workshop

Create:

- Facebook campaign
- Instagram post
- LinkedIn article
- Product launch campaign
- Marketing calendar

Module 5: AI for Marketing Strategy & Analytics

- Customer segmentation
- AI-powered personalization
- Campaign optimisation
- Predictive marketing
- Customer behaviour analysis
- Marketing dashboards
- AI-generated reports

Case Study

Improving campaign performance using AI insights.

COURSE CONTENT

DAY 2

AI FOR CUSTOMER EXPERIENCE & BUSINESS PRODUCTIVITY

Module 6: AI for Customer Experience (CX)

- What is Customer Experience (CX)?
- Customer journey mapping with AI
- AI-powered personalization
- Customer sentiment analysis
- Voice of Customer (VoC)
- Predicting customer needs
- AI recommendation engines

Workshop

Map the customer journey for your organisation and identify where AI can enhance each touchpoint.

Module 7: AI for Customer Service Excellence

- AI email assistants
- Complaint response generation
- Difficult customer scenarios
- Knowledge base creation
- FAQ automation
- AI call summaries
- Response consistency

Hands-on Exercise

Participants will create:

- Complaint responses
- Customer apology emails
- Live chat responses
- Escalation messages
- Service recovery scripts

Module 8: AI for Customer Insights & Relationship Management

- Customer feedback analysis
- Survey analysis
- Review analysis
- Sentiment detection
- Customer segmentation
- Loyalty prediction
- Churn prediction
- Next Best Action recommendations

Activity

Analyse customer reviews and identify:

- Positive themes
- Pain points
- Improvement opportunities
- Customer expectations

Module 9: Prompt Engineering for Sales, Marketing & Customer Experience

- Anatomy of a great prompt
- Role prompting
- Context prompting
- Persona prompting
- Chain-of-thought prompting (where appropriate)
- Iterative prompting
- Prompt libraries
- Prompt templates

Workshop

Build a reusable AI Prompt Library for:

- Sales
- Marketing
- Customer Service
- Leadership
- Daily productivity

Practical Activities Throughout the Programme

- AI Readiness Self-Assessment
- Build an Ideal Customer Profile (ICP)
- Create Buyer Personas with AI
- Generate Sales Emails & LinkedIn Messages
- Develop Marketing Campaigns
- Write SEO-Optimised Social Media Content
- Design Customer Journey Maps
- Draft Customer Service Responses
- Analyse Customer Feedback with AI
- Build a Personal AI Prompt Library