AETHEIS Technology Different

AI-Enabled Selling

The art of selling in the AI era

THE PROBLEM

Buyers arrive better informed than ever, and sales teams still prepare calls the way they did ten years ago. The art of selling has not changed; the preparation has.

YOU LEAVE WITH

1. An account plan for one of your real prospects, prepared with AI.
2. A discovery call guide and objection answers built from your offer.
3. Follow-up and proposal drafts you can send the same day.

LEARNING OUTCOMES

- Research an account and prepare a call with AI.
- Structure discovery around the buyer's problem and handle objections.
- Draft follow-ups and proposals faster, without losing the personal touch.

DURATION
Full day, 09:00 to 17:00

HANDS-ON
5h30 practice, 1h00 theory (15%)

FORMATS
Public or in-house

GROUP SIZE
10 to 20 participants

LANGUAGE
English; French on request

TOOLS
Laptop; the AI assistant your organisation uses

ATTESTATION
Certificate of attendance

WHO SHOULD ATTEND

Sales teams, account managers and sales managers.

WHERE THIS SITS ON THE PORTOLAN ROUTE

Every AI course can feed a Portolan roadmap

1 · next	2	3	4	5	6
Session	Bearings	Route	First Crossing	Fleet	Harbour

PROGRAMME

Time	Block	Theory	Practice
09:00–10:45	**The modern buyer.** What has changed; account research with AI	15 min	90 min
11:00–12:30	**Discovery.** Questions that find the problem; role play	15 min	75 min
13:30–15:00	**Objections and value.** Answers built from your offer; role play	15 min	75 min
15:15–17:00	**Follow-up and proposal.** Same-day follow-up and a proposal draft	15 min	90 min
Total	Breaks and lunch not counted	**1h00**	**5h30**

LABS, ON YOUR OWN MATERIAL

Account plan
Your prospect researched and mapped.

Discovery role play
A real call, recorded and debriefed.

Objection bank
Your top ten objections, answered.

Proposal draft
Same-day follow-up and proposal.

WHAT TO BRING

One real prospect or account and your current offer description.

AFTER THE COURSE

Atlas, the AI coach on Learn N' Succeed, follows up at day 3, 7 and 30. Your work and the prompt kit stay in your space and can feed a Portolan roadmap.

LEARNING PATH

BEFORE	THIS COURSE	AFTER
FLU1 Generative AI Essentials	**SAL1 AI-Enabled Selling**	LDR7 Persuasive Pitching

FORMATS AND PRICE

Rs 32,000 · €600 · USD 700

per participant

Full day, excluding VAT; lunch and materials included
Public sessions through the year
In-house on request, 10 to 20 participants

Not sure where to start?
Book the Portolan 20-minute call →
aetheis.com/portolan