



AI Training Program for Sales Professionals

Training Program

Objectives and target skills	Audience	Prerequisites	Duration
✓ Configure Claude Code, Codex or an equivalent assistant within a secure professional framework. ✓ Build reliable sales context and reusable instructions. ✓ Turn sourced sales and competitive intelligence into prioritized actions. ✓ Personalize prospecting, prepare meetings and manage opportunity follow-up in the CRM. ✓ Automate repetitive tasks, review outputs and measure gains.	✓ Sales professionals, sales engineers and business developers. ✓ Sales managers, key account managers and pre-sales professionals. ✓ SME executives involved in sales.	✓ Be comfortable using a computer, web browser and email, and understand your offer and sales cycle. ✓ Bring a computer and an active subscription to Claude, Codex or an equivalent tool. ✓ If possible, bring sales cases and anonymized data for the workshops.	2 days, or 14 hours.

Training content

Day 1 - Install and secure your AI assistant

- Choose Claude Code, Codex or an equivalent tool, then install and verify the environment.
- Organize the workspace, folders, persistent instructions and authorized sources.
- Protect customer data, secrets, contracts and strategic information, and define mandatory human approvals.

Create your sales copilot

- Formalize offers, targets, personas, differentiators, evidence, objections and communication tone.
- Build a sales context kit and a library of reusable requests.
- Give AI an objective, sources, constraints, an expected format and quality criteria.

Set up actionable sales intelligence

- Define target accounts, territories, buying signals, news and trigger events.
- Collect, summarize and cross-check reliable sources without confusing facts, assumptions and recommendations.
- Qualify opportunities, prioritize accounts and produce an actionable monitoring routine.

Build competitive intelligence that supports sales

- Identify direct and indirect competitors and the customer's alternatives.
- Compare positioning, offers, public pricing, references, messages and visible changes.
- Generate sourced battlecards covering strengths, limitations, objections, responses and differentiation angles.

Prepare personalized multichannel prospecting

- Research accounts and contacts using public or authorized information.
- Write emails, LinkedIn messages, telephone openers and follow-ups suited to the context.
- Test variants, verify claims and comply with confidentiality, GDPR and internal policies.

Day 2 - Prepare and make use of sales meetings

- Produce an account briefing, objectives, agenda and discovery questions.
- Structure notes or an authorized transcript covering needs, challenges, decision-makers, objections and commitments.
- Generate a meeting report, follow-up email, action list and CRM fields to update.

Build the proposal and prepare the negotiation

- Turn validated needs into a value proposition, benefits, evidence and a deployment plan.
- Prepare the sales proposal, executive summary, follow-ups and an explicit next step.
- Simulate objections and negotiations, compare scenarios and prepare concessions without inventing facts.

Manage opportunities, pipeline and portfolio

- Analyze stages, next actions, risks, dependencies and stalled opportunities.
- Prepare the weekly review and forecast with explicit, verifiable assumptions.
- Detect renewals, upsell opportunities, churn risks and relevant follow-ups across the customer portfolio.

Automate without losing control

- Design simple workflows and agents for monitoring, briefings, reports, follow-ups and opportunity reviews.
- Connect only authorized tools and data, trace sources and retain human approval.
- Measure time saved, response rates, meetings booked, pipeline velocity and conversion.

Workshops and deliverables

- Configured assistant and reusable sales context kit.
- Monitoring plan, qualification grid and sourced competitive battlecard.
- Prospecting sequence, briefing, report, follow-up email and CRM record.
- AI-assisted opportunity review, automatable workflow and 30-day action plan.

Access conditions

Registration lead time: from 2 months to 1 week before the training starts, subject to available seats and scheduling constraints.

See the General Terms and Conditions of Sale: <https://www.opcoach.com/cgv>.

Registration is completed on the OPCoach website using a link provided in the invitation. This registration collects information about the participant, their professional environment, role, expectations and prerequisites before the training starts.

Accessibility for people with disabilities

People with disabilities may have specific accessibility needs to attend the training. Please contact us so that we can discuss suitable arrangements.

Training format

On-site or remote training.

Group size

From 1 to 8 participants, on site or remotely.

Fees

Inter-company training: EUR 1,500 excluding VAT for 2 days. In-company and custom training: please contact us.

Schedule

Schedule available on <https://www.opcoach.com/>.

Training location

Inter-company training takes place in our [InterIndep](#) premises at 2 impasse Michel Labrousse, 31100 Toulouse. The training room is accessible by public transport and by car, and has parking facilities. Several restaurants and a hotel are located nearby. A break area is available for cold and hot drinks during breaks. All these facilities are accessible to people with reduced mobility.

In-company training is preferably delivered at the client's premises. Hosting conditions are validated before the training.

Remote training is delivered with Zoom and can be organized as inter-company or in-company training.

Teaching approach

Alternating short explanations, guided demonstrations and hands-on workstation exercises based on realistic sales situations. Each participant progressively builds their own AI-augmented working system.

Teaching resources

On site: training room with video projector, whiteboard, high-speed Wi-Fi and a training binder provided to the participant.

Remote: high-speed internet access, webcam, free Zoom software, PDF course material sent to the participant. One workstation per participant.

Trainer supervision

Olivier Prouvost, DEA in Computer Science, recognized open source expert and trainer for more than 20 years, developer of AI solutions to optimize SMEs, speaker at international conferences, Eclipse committer on several projects, founder of OPCoach, a Qualiopi-certified training organization since 2020, and ICPF & PSI certified expert trainer and consultant.

Learning assessment

Continuous assessment based on deliverables: quality of the context provided, source traceability, relevance of personalization, opportunity preparation, compliance with confidentiality rules and ability to verify AI outputs.

Recognition

A certificate of skills is provided to the participant.

Satisfaction assessment

At the end of the training, the participant completes a satisfaction survey and takes part in a group feedback session. The participant benefits from unlimited email support for practical questions related to the training. After 3 months, or after applying the training in the workplace, a follow-up questionnaire is completed to assess practical use.

Technical, teaching, administrative and financial contact

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