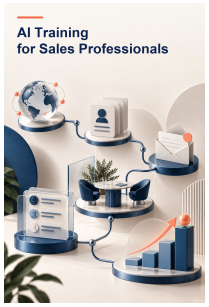
AI for Sales: Prospect, Prepare Meetings and Work More Effectively

Training Program



Build a sales copilot, from sourced market intelligence to opportunity follow-up.

This course helps sales teams use an AI assistant to prepare actions, personalise customer interactions and manage opportunities. Workshops connect research, prospecting, meetings, proposals and CRM with verifiable sources and human approval before distribution. Participants build a reusable sales kit and a workflow suited to their sales cycle.

Objectives and target skills

- Configure an assistant and build reliable sales context.
- Turn market and competitor intelligence into prioritised actions.
- Personalise prospecting and prepare meetings.
- Produce verified proposals, meeting summaries and CRM updates.
- Design a workflow and assess benefits against explicit criteria.

Audience	Prerequisites	Duration
✓ Sales representatives, account executives, business developers, sales managers, presales specialists and business owners involved in selling.	✓ Knowledge of your offering, target customers and sales cycle. ✓ A computer, necessary permissions and an active AI assistant suitable for the workshops. ✓ Anonymised sales examples and only authorised access to data and tools.	2 days, or 14 hours.

Training content

Day 1 - Prepare a sales copilot

- Configure the assistant, instructions and authorised sources; protect customer data and secrets.
- Describe offerings, targets, differentiation, evidence, objections and communication style.

Organise research and qualification

- Track target accounts, buying signals and news using cross-checked sources.
- Compare competitors, produce a sourced battlecard and prioritise opportunities.

Personalise prospecting

- Prepare emails, messages and opening lines suited to each contact and context.
- Check claims, follow prospecting rules and approve content before sending.

Day 2 - Make meetings actionable

- Prepare briefings, discovery questions and summaries of notes or authorised transcripts.
- Turn discussions into meeting records, customer follow-up, actions and CRM fields to approve.

Build proposals and prepare negotiations

- Connect needs, benefits and evidence in a structured proposal.
- Simulate objections and negotiation scenarios without inventing customer data.

Manage accounts and automate

- Prepare opportunity reviews, explicit forecasts, follow-ups and renewal opportunities.
- Describe a research or follow-up workflow; retain human checks and measure its effects.

Workshops and deliverables

- A context kit, research plan, battlecard and prospecting sequence.
- A briefing, meeting record, CRM entry, proposal and thirty-day action plan.

Access conditions

Before the course starts, an initial assessment questionnaire identifies the participant's professional activity, expectations, existing skills and technical environment. An additional discussion is arranged if needed to check that the course is suitable and prepare any necessary adjustments. Enrolment is normally arranged between two months and one week before the course starts, subject to available places, prerequisites and, where applicable, the funding body's processing times. Practical arrangements are provided in the joining instructions. Terms and conditions of sale: https://www.opcoach.com/cgv. The initial assessment identifies the offering, sales cycle, authorised tools and sales situations to practise.

Accessibility for people with disabilities

Participants with disability-related needs are invited to tell OPCoach before the course starts. OPCoach works with them to assess possible teaching, technical and organisational adjustments, including for the initial assessment and learning assessments. Specialist partners may be involved if needed. Disability contact: Chrystèle Lagarde. To be put in touch with her, contact OPCoach at olivier.prouvost@opcoach.ai or +33 6 28 07 65 64.

Training format

The course is trainer-led, on site or remotely, live via Zoom. Demonstrations, exercises and assessments take place during supervised training time.

Group size

Open-enrolment training: 2 to 8 participants. In-company / dedicated training: 1 to 6 participants, on site or remotely.

Fees

Open-enrolment training: **EUR 1,750 excluding VAT per participant**. A minimum of two enrolments is required. For two or more participants from the same company, the in-company rate applies.

In-company / dedicated training: **EUR 2,500 excluding VAT for two participants, +/− EUR 300 excluding VAT per participant added or removed**, for groups of 1 to 6 participants. Access to the tools required for the workshops must be arranged before the course. Subscriptions and third-party services are not included in the fee. The course can be paid for directly by the company or the participant. A funding application may be submitted to the company's French skills funding body (OPCO), subject to its eligibility rules and processing times. Any funding remains subject to the funding body's prior approval.

Schedule

Check the upcoming sessions and arrangements on OPCoach.ai. Availability is updated on this page. For a dedicated session, contact OPCoach.

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 lectures and individual hands-on exercises on a workstation. Sharing and discussion of the results obtained. Technical and teaching assistance is provided by Olivier Prouvost during the course: olivier.prouvost@opcoach.ai - +33 6 28 07 65 64.

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. Digital course materials and exercise files are provided to participants. Connection details and instructions for accessing resources are included in the joining instructions. Participants keep the deliverables they produce during the workshops.

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

Attendance is recorded through electronic sign-in, both on site and remotely. For remote training, the trainer also checks completion of activities and each participant's progress. Assessment criteria are presented at the start of the course. Participants present a sales journey from qualification to opportunity follow-up. Criteria cover sources, personalisation, consistency with needs, message verification, CRM traceability and approval before distribution.

Recognition

This vocational training course is non-certifying: it does not prepare participants for a certification registered in the French National Directory of Professional Certifications (RNCP) or Specific Register (RS). A statement of skills records the learning outcomes observed during assessments. A certificate of completion records actual participation.

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

Olivier Prouvost, +33 6 28 07 65 64, olivier.prouvost@opcoach.ai