
AI for Sales & Customer-Facing Teams

Practical AI for the teams that talk to customers, focused on the line between helpful automation and a trust-destroying mistake.

WHO IT'S FOR

Sales, revenue, customer-support and other customer-facing teams.

FORMAT

In-house workshop

LENGTH

Half-day

What your team walks away with

Use AI in research, outreach and customer conversations to save time — without hallucinated claims, tone-deaf messages or data leaks.

Curriculum

01 Where AI helps: research, outreach, replies, summaries, follow-up

02 AI in live customer conversations — and where a human must step in

03 Avoiding hallucinated claims and promises you can't keep

04 Personalisation without creepiness or data misuse

05 What customer and CRM data never goes into an AI tool

06 A customer-facing AI playbook your team keeps

You keep

A customer-facing AI playbook with safe-use rules and prompts.

