

AI in Sales

Practical Impulse Workshop with Peter Berger

**AI already determines closing rates.
Not in five years. Now.**

Markets are more transparent. Customers compare faster. Decision cycles are shorter.

Those who prioritize more precisely, assess opportunities reliably and manage sales systematically win.

This workshop shows which AI applications in sales actually work – and how they can be structurally integrated into existing sales organizations.

Important:

This is not a ChatGPT user course.

it is a strategic, practice-oriented workshop for companies

that want to lead sales as a competitive advantage.

**AI in sales is not a technology question.
It is a competitive decision.**

Framework: 09:00 – 17:00 (breaks & lunch included)

Impulse sessions, real use cases, discussion

Exchange at executive level



IC
Interconnection
Consulting

www.interconnectionconsulting.com/events

AI in Sales

Practical Impulse Workshop with Peter Berger

What can you expect?

1. **Sales in transition:** Why traditional sales management is reaching its limits.
2. **AI in acquisition practice:** Lead scoring. Opportunity evaluation. Forecasting. Pricing. Guided selling.
3. **Sales Navigator 2030:** How AI creates structural advantage – not just efficiency.
4. **Setting up AI projects correctly:** Approach, investment logic, typical mistakes.
5. **Change in sales:** Technology can be implemented.

Transformation is a leadership task.

What will you gain?

- Clarity on where AI truly creates revenue leverage
- Transparency about potential and risks
- A structured roadmap for implementation in your sales organization
- A solid decision basis for management and owners
- A clear answer to the question:

Act – or watch others overtake you?