Postgraduate Certificate

Optimized Sales Generation and Management with Artificial Intelligence

tech global university

Postgraduate Certificate
Optimized Sales Generation
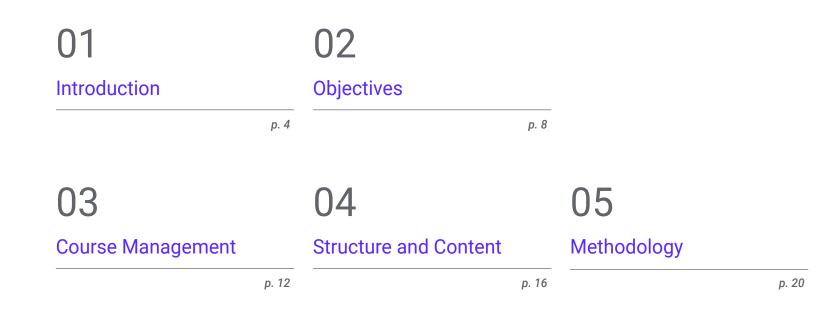and Management with
Artificial Intelligence

» Modality: **online**
» Duration: **6 weeks**
» Certificate: **TECH Global University**
» Accreditation: **6 ECTS**
» Schedule: **at your own pace**
» Exams: **online**

Website: **www.techtitute.com/us/artificial-intelligence/postgraduate-certificate/optimized-sales-generation-management-artificial-intelligence**
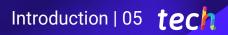
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Introduction

In the context of Communication and Marketing, Predictive Analytics of the Sales Cycle using Artificial Intelligence (AI) has several purposes. The main one is that professionals anticipate when and how potential customers are more likely to make purchasing decisions. In this way, experts will use this information to design more personalized strategies. In addition, AI allows institutions to identify signs of consumer abandonment risk, thus taking proactive measures to retain the existing audience. Given its importance, TECH develops a university program that will delve into the optimization of sales tasks and Leads generation through Machine Learning. Its 100% online mode will give students greater comfort.

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Analyze consumer behavior at the world's best digital university according to Forbes"

AI is a key tool for automating LED generation processes. Communication professionals can locate the most promising potential customers based on their particular characteristics and online behaviors. These smart systems save time and resources, helping sales-oriented teams focus on higher-quality leads. In turn, these resources adapt immediately to the changing requirements and preferences of customers, which is essential in a business environment characterized by its constant evolution.

Based on this, TECH launches a revolutionary program that will analyze in detail the automated identification of Leads. The syllabus will give students numerous strategies to optimize prices and customize content for user engagement. The syllabus will also provide guidelines for automated tracking, with the aim of improving customer relations. In addition, didactic materials will delve into predicting customer needs, student factors such as their buying behavior. In this sense, the program will encourage graduates to perform a dynamic segmentation of offers and provide highly individualized recommendations.

To encourage this updating, TECH provides numerous additional teaching materials that make up the excellent virtual library of this university program. In this way, students will be able to access when and where they develop all the content hosted on the online platform. Undoubtedly, an ideal opportunity to keep abreast of advances in Sales and Leads Generation with AI through a flexible Postgraduate Certificate, without attendance or classes with fixed schedules. In this way, students will take a first level academic option while being able to reconcile their daily professional responsibilities.

This **Postgraduate Certificate** in **Optimized Sales Generation and Management with Artificial Intelligence** contains the most complete and up-to-date program on the market. The most important features include:

- The development of case studies presented by experts in Artificial Intelligence in Marketing and Communication
- The graphic, schematic and practical contents of the book provide technical and practical information on those disciplines that are essential for professional practice
- Practical exercises where the self-assessment process can be carried out to improve learning
- Its special emphasis on innovative methodologies
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Content that is accessible from any fixed or portable device with an Internet connection

You will offer personalized recommendations to your customers to encourage them to purchase your services over a long period of time"

"Want to specialize in Predictive Competitive Surveillance? Meet your goal in just 180 hours thanks to this exclusive program"

You will acquire knowledge without geographical limitations or preestablished timing.

With the Relearning system you will integrate the concepts in a natural and progressive way. Forget about memorizing.

The program's teaching staff includes professionals from the sector who contribute their work experience to this program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the course. For this purpose, students will be assisted by an innovative interactive video system created by renowned and experienced experts.

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Objectives

Thanks to this university program, graduates will revolutionize digital sales processes by effectively applying machine learning systems. These professionals will anticipate the needs of consumers and meet them through highly creative products or services. In line with this, experts will apply to their usual procedures the most advanced techniques in both generation and Leads Scoring. This will optimize the identification and prioritization of prospects. They will also implement Virtual Assistants on web platforms and social media, which will allow users to resolve their doubts very quickly.

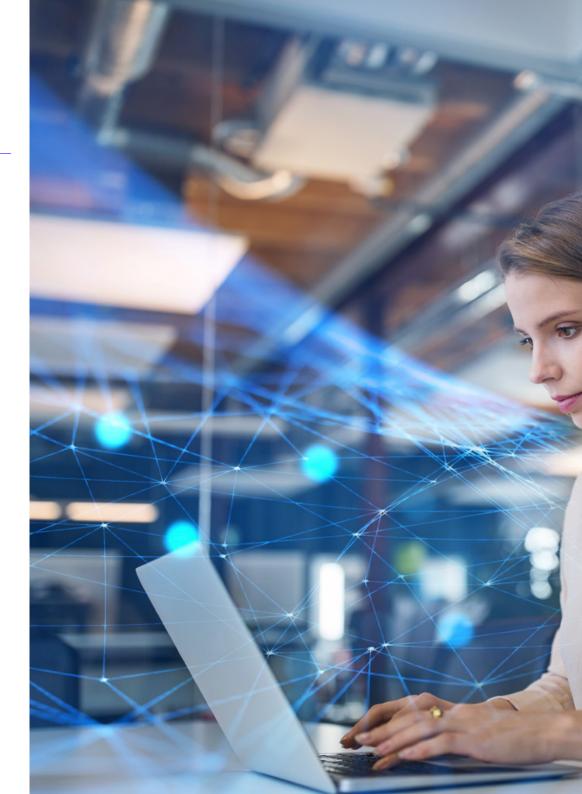*"You will be able to access the Virtual Campus at any time and download the contents to consult them whenever you wish"*

General Objectives

- Understand the fundamentals of how AI is transforming Digital Marketing strategies
- Develop, integrate and manage chatbots and virtual assistants to improve customer interactions
- Delve into the automation and optimization of online ad buying through programmatic advertising with AI
- Interpret large volumes of data for strategic decision making in Digital Marketing
- Apply AI to email marketing strategies for personalization and campaign automation
- Explore emerging trends in AI for Digital Marketing and understand their potential impact on the industry

Specific Objectives

- Nurture Leads generation tools and procedures with AI
- Implement Virtual Assistants in Sales Processes
- Predict consumer needs through Machine Learning
- Learn about the main innovations and predictions in the sales field

TECH's learning system follows the highest international quality standards"

Course Management

In the philosophy of offering educational quality, TECH brings together a multidisciplinary teaching faculty formed by specialists in Sales and Lead Generation with AI. In their search for excellence, this team of professionals offers students their extensive work experience so that communicators update their knowledge and delve into the subject. At all times, students will be able to contact teachers directly to resolve any doubts they may have during their learning. After the Postgraduate Certificate, graduates will take the leap to the most prestigious advertising and information companies to provide innovative proposals.

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> " The faculty of this program has a long history of research and professional application"

Management

Dr. Peralta Martín-Palomino, Arturo

- CEO and CTO at Prometeus Global Solutions
- CTO at Korporate Technologies
- CTO at AI Shephers GmbH
- Consultant and Strategic Business Advisor at Alliance Medical
- Director of Design and Development at DocPath
- PhD. in Psychology from the University of Castilla La Mancha
- PhD in Economics, Business and Finance from the Camilo José Cela University
- PhD in Psychology from University of Castilla La Mancha
- Máster in Executive MBA por la Universidad Isabel I
- Master's Degree in Sales and Marketing Management, Isabel I University
- Expert Master's Degree in Big Data by Hadoop Training
- Master's Degree in Advanced Information Technologies from the University of Castilla La Mancha
- Member of: SMILE Research Group

Mr. Sánchez Mansilla, Rodrigo

- Digital Advisor at AI Shephers GmbH
- Digital Account Manager at Kill Draper
- Head of Digital at Kuarere
- Digital Marketing Manager at Arconi Solutions, Deltoid Energy and Brinergy Tech
- *Founder and National Sales and Marketing Manager*
- Master's Degree in Digital Marketing (MDM) by The Power Business School
- Bachelor's Degree in Business Administration (BBA) from the University of Buenos Aires

Professors

Ms. Parreño Rodríguez, Adelaida

- *Technical Developer & Energy Communities Engineer in PHOENIX and FLEXUM projects*
- *Technical Developer & Energy Communities Engineer* at the University of Murcia
- *Manager in Research & Innovation in European Projects* at the University of Murcia
- Content Creator in Global UC3M Challenge
- Ginés Huertas Martínez Award (2023)
- Master's Degree in Renewable Energies by the Polytechnic University of Cartagena
- Degree in Electrical Engineering (bilingual) from the Carlos III University of Madrid

Ms. González Risco, Verónica

- Freelance Digital Marketing Consultant
- Product Marketing/International Business Development at UNIR - The University on the Internet
- Digital Marketing Specialist at Código Kreativo Comunicación SL
- Professional Master's Degree in Online Marketing and Advertising Management by Indisoft- Upgrade
- Diploma in Business Studies from the University of Almería

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Structure and Content

This Postgraduate Certificate will address the transformation in the sales process, from the generation of Leads through Machine Learning. Therefore, the syllabus will delve into both the customization of offers and analysis of competence through AI. Students will learn to anticipate the needs of users, with the aim of improving their relationships and loyalty over time. The teaching materials will also provide experts with the keys to implementing Chatbots in the sales processes. In this way, professionals will be able to lead digital and technologically advanced sales environments.

"*You will have real case studies that will elevate your skills in Customer Needs Prediction*"

Module 1. Sales and Lead Generation with Artificial Intelligence

1.1.   Application of AI in the Sales Process through Salesforce

    1.1.1.   Automation of Sales Tasks

    1.1.2.   Predictive Analysis of the Sales Cycle

    1.1.3.   Optimization of Pricing Strategies

1.2.   Lead Generation Techniques and Tools with AI through Hubspot

    1.2.1.   Automated Prospect Identification

    1.2.2.   User Behavior Analysis

    1.2.3.   Personalization of Content for Engagement

1.3.   Lead Scoring with AI using Hubspot

    1.3.1.   Automated Evaluation of Lead Qualification

    1.3.2.   Leads Analysis Based on Interactions

    1.3.3.   Leads Scoring Model Optimization

1.4.   AI in Customer Relationship Management

    1.4.1.   Automated Follow-up to Improve Customer Relationships

    1.4.2.   Personalized Customer Recommendations

    1.4.3.   Automation of Personalized Communications

1.5.   Implementation and Success Cases of Virtual Assistants in Sales

    1.5.1.   Virtual Assistants for Sales Support

    1.5.2.   Customer Experience Improvement

    1.5.3.   Conversion Rate Optimization and Sales Closing

1.6.   Customer Needs Prediction with AI

    1.6.1.   Purchase Behavior Analysis

    1.6.2.   Dynamic Offer Segmentation

    1.6.3.   Personalized Recommendation Systems

1.7.   Sales Offer Personalization with AI

    1.7.1.   Dynamic Adaptation of Sales Proposals

    1.7.2.   Behavior-Based Exclusive Offers

    1.7.3.   Creation of Customized Packs

As it is an online program, you can combine your studies with the rest of your daily activities. Enroll now!"

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

" *Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

"*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world*"

You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.

The student will learn to solve complex situations in real business environments through collaborative activities and real cases.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

"

Our program prepares you to face new challenges in uncertain environments and achieve success in your career"

The case method has been the most widely used learning system among the world's leading Information Technology schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question that you are presented with in the case method, an action-oriented learning method. Throughout the course, students will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.
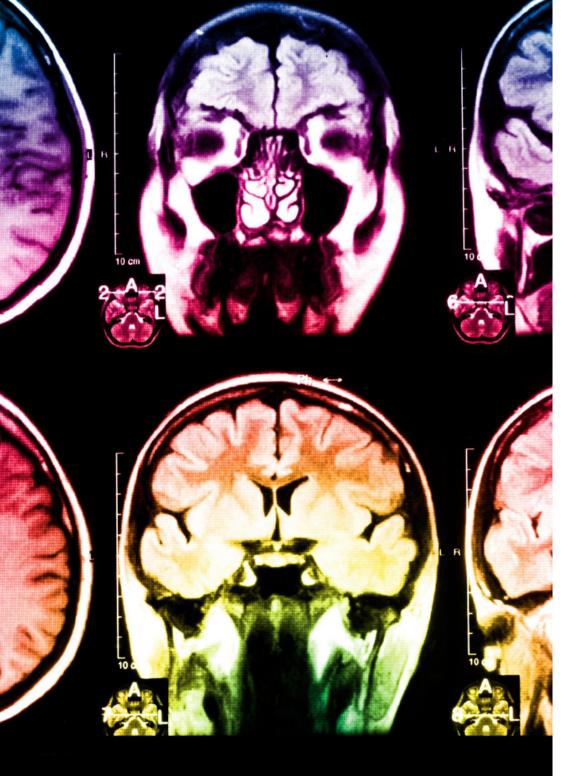
01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.

This program offers the best educational material, prepared with professionals in mind:

Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.

Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.

Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.

30%

10%

8%

20%

25%

4%

3%

Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.

Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

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Certificate

The Postgraduate Certificate in Optimized Sales Generation and Management with Artificial Intelligence guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"

This private qualification will allow you to obtain a **Postgraduate Certificate in Optimized Sales Generation and Management with Artificial Intelligence** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra (*official bulletin*). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** private qualification is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Optimized Sales Generation and Management with Artificial Intelligence**

Modality: **Online**

Duration: **6 weeks**

Accreditation: **6 ECTS**

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Mr./Ms. _____, with identification document _____ has successfully passed and obtained the title of:

Postgraduate Certificate in Optimized Sales Generation and Management with Artificial Intelligence

This is a private qualification of 180 hours of duration equivalent to 6 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

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*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.

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