

# Postgraduate Certificate Optimized Sales Generation and Management with Artificial Intelligence



## Postgraduate Certificate Optimized Sales Generation and Management with Artificial Intelligence

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University Graduates, Postgraduate Certificates and Bachelor's Degree Holders who have previously performed in the field of Communication and Advertising, Computer and/or Business Sciences.

Website: [www.techtute.com/pk/school-of-business/postgraduate-certificate/optimized-sales-generation-management-artificial-intelligence](http://www.techtute.com/pk/school-of-business/postgraduate-certificate/optimized-sales-generation-management-artificial-intelligence)

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# 01 Welcome

The Optimized Sales Generation and Management with Artificial Intelligence unfolds a range of transformational benefits in the business world. By integrating Artificial Intelligence into the sales process, opportunity identification is streamlined and refined, enabling accurate market segmentation and a deeper understanding of customer behavior. In addition, this technology drives the personalization of sales strategies, adapting them to the specific needs of each prospect or consumer. In this way, TECH has implemented a completely online academic program, based on the innovative methodology of Relearning. This technique focuses on the repetition of fundamental ideas, in order to improve the understanding of educational materials.



Postgraduate Certificate in Optimized Sales Generation and Management with Artificial Intelligence  
TECH Technological University



“

*Thanks to the use of Artificial Intelligence in Sales Management, you will enhance the prediction of future trends and behaviors, which will facilitate strategic decision making and the design of proactive strategies.”*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Technological University



### Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"*Microsoft Europe Success Story*", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**+100000**

executives prepared each year

**+200**

different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**+500**

collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

---

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

---

TECH offers students the best online learning methodology. The university combines the *Relearning* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



### Economy of Scale

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TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

---

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”*

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

**01**

### A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of students achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Technological University community.

*We give you the opportunity to study with a team of world-renowned teachers.*

# 04 Objectives

This program aims to equip entrepreneurs with advanced skills in leveraging Artificial Intelligence to revolutionize the sales process. The syllabus will seek to inculcate knowledge on the latest technologies and trends in the field of Artificial Intelligence. In addition, it will delve into the identification of sales opportunities, the precise segmentation of markets, the customization of strategies according to individual needs and, above all, the optimization of the sales process, through predictive and strategic analysis.



“

*Bet on TECH! You will be qualified to lead and harness the power of Artificial Intelligence to take your organization to new levels of success and growth”*

TECH makes the goals of their students their own goals too  
Working together to achieve them

The Postgraduate Certificate in Optimized Sales Generation and Management with Artificial Intelligence will enable students to:

01

Understand the fundamentals of how AI is transforming Digital Marketing strategies

04

Interpret large volumes of data for strategic decision making in Digital Marketing

02

Develop, integrate and manage *chatbots* and virtual assistants to improve interaction with customers

03

Delve into the automation and optimization of online ad buying through programmatic advertising with AI

05

Apply AI to *email* marketing strategies for personalization and campaign automation





06

Explore emerging trends in AI for Digital Marketing and understand their potential impact on the industry

08

Implement Virtual Assistants in Sales Processes



09

Predict consumer needs through Machine Learning

07

Nurture *Leads* generation tools and procedures with AI

10

Learn about the main innovations and predictions in the sales field

05

# Structure and Content

The Postgraduate Certificate in Optimized Sales Generation and Management with Artificial Intelligence is a tailor-made program that is taught in a 100% online format, so you can choose the time and place that best suits your availability, schedule and interests. A program that takes place over 6 weeks and is intended to be a unique and stimulating experience that lays the foundation for your professional success.



“

*TECH offers you a complete and advanced approach, preparing you to lead in a constantly evolving digital environment”*

## Syllabus

The Postgraduate Certificate in Optimized Sales Generation and Management with Artificial Intelligence represents a complete immersion in the technological universe that redefines sales strategies. This syllabus becomes a detailed map, where entrepreneurs will examine the genesis of *leads*, the accurate *scoring* of *leads*, the creation of personalized offers and the analysis of competition through Artificial Intelligence.

Professionals will also dive into the ability to predict and satisfy customer needs, implementing *chatbots* in the sales process and discovering how Artificial Intelligence can radically improve customer relationship management. In addition, graduates will be prepared to lead in digital and technologically advanced sales environments, equipping them with the essential tools and knowledge to be innovative and strategic in the digital sales revolution.

Therefore, with the aim of improving the understanding and retention of concepts, TECH has structured all its programs around the pioneering methodology of *Relearning*. This educational strategy will allow students to consolidate their understanding, reiterating the fundamental concepts, which will be presented in different multimedia formats, at the forefront of technology. In this way, an organic and progressive development of skills will be achieved.

This Postgraduate Certificate in Optimized Sales Generation and Management with Artificial Intelligence is developed over 6 weeks and is divided into 1 module:

### Module 1

### Sales and *Leads* Generation with Artificial Intelligence



### Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Optimized Sales Generation and Management with Artificial Intelligence in a totally online way. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

**Module 1.** Sales and Leads Generation with Artificial Intelligence

1.1. Application of AI in the Sales Process	1.2. Techniques and Tools for Lead Generation with AI	1.3. Leads Scoring with AI	1.4. AI in Customer Relationship Management
1.5. Implementation and Success Cases of Virtual Assistants in Sales	1.6. Predicting Customer Needs with AI	1.7. Personalization of the Sales Offer with AI	1.8. Competitive Analysis with AI
1.9. Integration of AI in Sales Tools	1.10. Innovations and Predictions in the Sales Environment		



“

*This Postgraduate Certificate is not only presented as an investment in knowledge, but also as the path to become the pioneer that will shape the digital marketing landscape of the future"*

# 06

# 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"*

## TECH Business School uses the 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”*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



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

## A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. 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 business reality is taken into account.

**“** *You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business 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 we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, 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.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

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 online business school is the only one in the world licensed to incorporate 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.



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.

With this methodology we have 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, markets, and financial 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 specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to 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.



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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.





### 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 senior management 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.



07

# Our Students' Profiles

The program is aimed at University Graduates, Postgraduate Certificates and Bachelor's Degree Holders who have previously performed in the field of Communication and Advertising, Computer and/or Business Sciences.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

The Postgraduate Certificate may also be taken by professionals who, being university graduates in any area, have two years of work experience in the field of Marketing, Business and Sales.







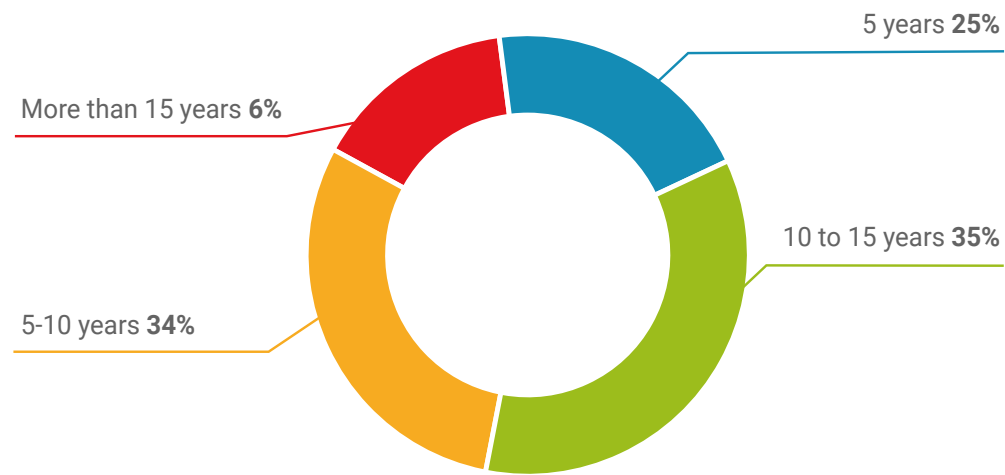
“

*You will have access to the latest developments in Artificial Intelligence, applied to the Generation and Management of Optimized Sales, in no less than 150 hours of exclusive resources"*

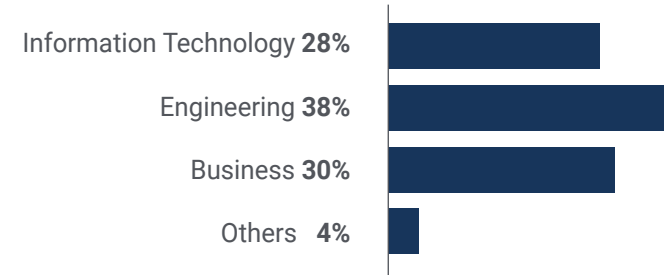
### Average Age

Between **35** and **45** years old

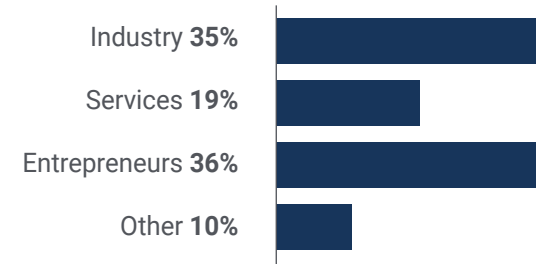
### Years of Experience



### Training

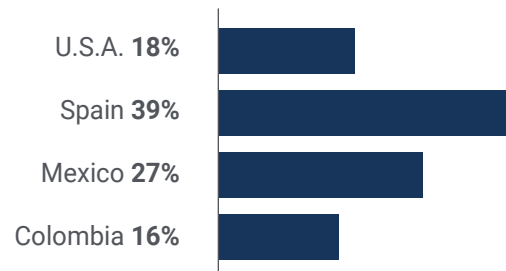


### Educational Profile



## Geographical Distribution

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## Miriam Fuentes

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### Sales Coordinator

*Through this program, I have been sincerely surprised by how Artificial Intelligence can radically transform the Sales Generation and Sales Management process. As a professional in this industry, I am aware of the importance of mastering the identification of qualified leads and the personalization of sales strategies. Now, I can boast of possessing the skills to take full advantage of Artificial Intelligence in the optimization of sales funnels. In addition, I have improved my ability to forecast and understand customer behavior, allowing me to develop more efficient and effective strategies, in favor of my company"*

08

# Course Management

The teachers of this Postgraduate Certificate are true pioneers in the convergence between technological innovation and the business world. In fact, they are visionary professionals who have walked on the cutting edge of technology and have translated their experience into an accessible roadmap for graduates. Not only do these experts possess extensive mastery in the workings of Artificial Intelligence applied to sales, but they also embody a contagious passion for business transformation. They are agents of change who awaken curiosity, challenge the status quo and foster strategic and creative thinking in their students.





“

*A team of renowned experts will empower you to face and lead the AI-driven sales revolution”*

## Management



### **Dr. Peralta Martín-Palomino, Arturo**

- ♦ CEO and CTO at Prometheus 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
- ♦ Ph.D. in Psychology from the University of Castilla - La Mancha
- ♦ Ph.D. in Economics, Business and Finance from the Camilo José Cela University
- ♦ Ph.D. in Psychology from University of Castilla – La Mancha
- ♦ Professional Master's Degree in Executive MBA by the Isabel I University
- ♦ Professional Master's Degree in Sales and Marketing Management, Isabel I University
- ♦ Expert Master's Degree in Big Data by Hadoop Training
- ♦ Professional Master's Degree in Advanced Information Technologies from the University of Castilla - La Mancha
- ♦ Member of: SMILE Research Group



### Mr. Sánchez Mansilla, Rodrigo

- ♦ Specialist in Digital Marketing
- ♦ Digital Advisor at AI Shepherds 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
- ♦ Professional Master's Degree in Digital Marketing (MDM) from The Power Business School
- ♦ Bachelor in Business Administration (BBA) from the University of Buenos Aires

## Professors

### Ms. Parreño Rodríguez, Adelaida

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

### Ms. González Risco, Verónica

- ♦ Specialist in Digital Marketing
- ♦ 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
- ♦ Postgraduate Certificate in Business Administration from the University of Almeria

09

# Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment.

The ultimate goal of this great effort should be to achieve professional growth.





“

*Become an innovation leader  
and achieve business success by  
graduating from the best program in  
the digital academic landscape"*

### Are you ready to take the leap? Excellent professional development awaits you

TECH's Postgraduate Certificate in Optimized Sales Generation and Management with Artificial Intelligence is an intensive program that prepares you to face challenges and business decisions in the field of Optimized Sales Generation and Management using Artificial Intelligence. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

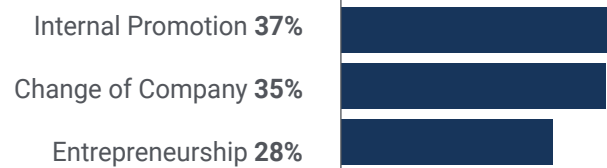
*Raise your professional profile by efficiently mastering the technologies of the future with this exclusive university program.*

*TECH has 99% employability among its graduates. Register now and excel in the labor market!*

#### Time of Change



#### Type of change



### Salary increase

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This program represents a salary increase of more than **26.24%** for our students



10

# Benefits for Your Company

This program contributes to elevating the organization's talent to its maximum potential through the instruction of high-level leaders.

In addition, participating in this university option is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.



“

*In the digital era, managers must integrate new processes and strategies that bring about significant changes and organizational development. This is only possible through university training and updating"*

Developing and retaining talent in companies is the best long-term investment.

01

### **Growth of talent and intellectual capital**

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

---

02

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

### **Building agents of change**

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

---

04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### **Project Development**

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

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06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.

11

# 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 Technological University.





“

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

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

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

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

Official N° of Hours: **150 h.**



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



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- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

# Postgraduate Certificate

## Optimized Sales Generation and Management with Artificial Intelligence

