

Postgraduate Certificate Optimized Sales Generation and Management with Artificial Intelligence



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- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 6 ECTS
- » 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/us/school-of-business/postgraduate-certificate/optimized-sales-generation-management-artificial-intelligence

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01

Welcome

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 Global 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

Warum an der TECH studieren?

TECH ist die weltweit größte 100%ige Online Business School. Es handelt sich um eine Elite-Business School mit einem Modell, das höchsten akademischen Ansprüchen genügt. Ein leistungsstarkes internationales Zentrum für die intensive Fortbildung von Führungskräften.



“

TECH ist eine Universität an der Spitze der Technologie, die dem Studenten alle Ressourcen zur Verfügung stellt, um ihm zu helfen, geschäftlich erfolgreich zu sein"

Bei TECH Technologische Universität



Innovation

Die Universität bietet ein Online-Lernmodell an, das modernste Bildungstechnologie mit höchster pädagogischer Genauigkeit verbindet. Eine einzigartige Methode mit höchster internationaler Anerkennung, die dem Studenten die Schlüssel für seine Entwicklung in einer Welt des ständigen Wandels liefert, in der Innovation der wesentliche Einsatz eines jeden Unternehmers sein muss.

"Die Erfolgsgeschichte von Microsoft Europa" für die Einbeziehung des neuen interaktiven Multivideosystems in unsere Programme.



Maximalforderung

Das Zulassungskriterium von TECH ist nicht wirtschaftlich. Sie brauchen keine große Investitionen zu tätigen, um bei TECH zu studieren. Um jedoch einen Abschluss bei TECH zu erlangen, werden die Grenzen der Intelligenz und der Kapazität des Studenten getestet. Die akademischen Standards von TECH sind sehr hoch...

95% | der Studenten von TECH schließen ihr Studium erfolgreich ab



Networking

Fachleute aus der ganzen Welt nehmen an der TECH teil, so dass der Student ein großes Netzwerk von Kontakten knüpfen kann, die für seine Zukunft nützlich sein werden.

+100.000 jährlich spezialisierte Manager
+200 verschiedene Nationalitäten



Empowerment

Der Student wird Hand in Hand mit den besten Unternehmen und Fachleuten von großem Prestige und Einfluss wachsen. TECH hat strategische Allianzen und ein wertvolles Netz von Kontakten zu den wichtigsten Wirtschaftsakteuren auf den 7 Kontinenten aufgebaut.

+500 | Partnerschaften mit den besten Unternehmen



Talent

Dieses Programm ist ein einzigartiger Vorschlag, um die Talente des Studenten in der Geschäftswelt zu fördern. Eine Gelegenheit für ihn, seine Anliegen und seine Geschäftsvision vorzutragen.

TECH hilft dem Studenten, sein Talent am Ende dieses Programms der Welt zu zeigen.



Multikultureller Kontext

Ein Studium bei TECH bietet dem Studenten eine einzigartige Erfahrung. Er wird in einem multikulturellen Kontext studieren. In einem Programm mit einer globalen Vision, dank derer er die Arbeitsweise in verschiedenen Teilen der Welt kennenlernen und die neuesten Informationen sammeln kann, die am besten zu seiner Geschäftsidee passen.

Unsere Studenten kommen aus mehr als 200 Ländern.

TECH strebt nach Exzellenz und hat zu diesem Zweck eine Reihe von Merkmalen, die sie zu einer einzigartigen Universität machen:



Analyse

TECH erforscht die kritische Seite des Studenten, seine Fähigkeit, Dinge zu hinterfragen, seine Problemlösungsfähigkeiten und seine zwischenmenschlichen Fähigkeiten.



Akademische Spitzenleistung

TECH bietet dem Studenten die beste Online-Lernmethodik. Die Universität kombiniert die *Relearning*-Methode (die international am besten bewertete Lernmethode für Aufbaustudien) mit der Fallstudie. Tradition und Avantgarde in einem schwierigen Gleichgewicht und im Rahmen einer anspruchsvollen akademischen Laufbahn.



Skaleneffekt

TECH ist die größte Online-Universität der Welt. Sie verfügt über ein Portfolio von mehr als 10.000 Hochschulabschlüssen. Und in der neuen Wirtschaft gilt: **Volumen + Technologie = disruptiver Preis**. Damit stellt TECH sicher, dass das Studium nicht so kostspielig ist wie an anderen Universitäten.



Mit den Besten lernen

Das Lehrteam von TECH erklärt im Unterricht, was sie in ihren Unternehmen zum Erfolg geführt hat, und zwar in einem realen, lebendigen und dynamischen Kontext. Lehrkräfte, die sich voll und ganz dafür einsetzen, eine hochwertige Spezialisierung zu bieten, die es dem Studenten ermöglicht, in seiner Karriere voranzukommen und sich in der Geschäftswelt zu profilieren.

Lehrkräfte aus 20 verschiedenen Ländern.



Bei TECH werden Sie Zugang zu den präzisesten und aktuellsten Fallstudien im akademischen Bereich haben"

03

Warum unser Programm?

Die Teilnahme am TECH-Programm bedeutet eine Vervielfachung der Chancen auf beruflichen Erfolg im Bereich der höheren Unternehmensführung.

Es ist eine Herausforderung, die Anstrengung und Hingabe erfordert, aber die Tür zu einer vielversprechenden Zukunft öffnet. Der Student wird von den besten Lehrkräften und mit den flexibelsten und innovativsten Lehrmethoden unterrichtet.



“

Wir verfügen über das renommierteste Dozententeam und den umfassendsten Lehrplan auf dem Markt, so dass wir Ihnen eine Fortbildung auf höchstem akademischen Niveau bieten können”

Dieses Programm bietet eine Vielzahl von beruflichen und persönlichen Vorteilen, darunter die Folgenden:

01

Einen deutlichen Schub für die Karriere des Studenten

Mit einem Studium bei TECH wird der Student seine Zukunft selbst in die Hand nehmen und sein volles Potenzial entfalten können. Durch die Teilnahme an diesem Programm wird er die notwendigen Kompetenzen erwerben, um in kurzer Zeit eine positive Veränderung in seiner Karriere zu erreichen.

70% der Teilnehmer dieser Spezialisierung erreichen in weniger als 2 Jahren eine positive Veränderung in ihrer Karriere.

02

Entwicklung einer strategischen und globalen Vision des Unternehmens

TECH bietet einen detaillierten Überblick über das allgemeine Management, um zu verstehen, wie sich jede Entscheidung auf die verschiedenen Funktionsbereiche des Unternehmens auswirkt.

Die globale Vision des Unternehmens von TECH wird Ihre strategische Vision verbessern.

03

Konsolidierung des Studenten in der Unternehmensführung

Ein Studium an der TECH öffnet die Türen zu einem beruflichen Panorama von großer Bedeutung, so dass der Student sich als hochrangiger Manager mit einer umfassenden Vision des internationalen Umfelds positionieren kann.

Sie werden mehr als 100 reale Fälle aus dem Bereich der Unternehmensführung bearbeiten.

04

Übernahme neuer Verantwortung

Während des Programms werden die neuesten Trends, Entwicklungen und Strategien vorgestellt, damit der Student seine berufliche Tätigkeit in einem sich verändernden Umfeld ausüben kann.

45% der Studenten werden intern befördert.

05

Zugang zu einem leistungsfähigen Netzwerk von Kontakten

TECH vernetzt seine Studenten, um ihre Chancen zu maximieren. Studenten mit den gleichen Sorgen und dem Wunsch zu wachsen. So wird es möglich sein, Partner, Kunden oder Lieferanten zu teilen.

Sie werden ein Netz von Kontakten finden, das für Ihre berufliche Entwicklung unerlässlich ist.

06

Rigorese Entwicklung von Unternehmensprojekten

Der Student wird eine tiefgreifende strategische Vision erlangen, die ihm helfen wird, sein eigenes Projekt unter Berücksichtigung der verschiedenen Bereiche des Unternehmens zu entwickeln.

20% unserer Studenten entwickeln ihre eigene Geschäftsidee.

07

Verbesserung von *Soft Skills* und Führungsqualitäten

TECH hilft dem Studenten, sein erworbenes Wissen anzuwenden und weiterzuentwickeln und seine zwischenmenschlichen Fähigkeiten zu verbessern, um eine Führungspersönlichkeit zu werden, die etwas bewirkt.

Verbessern Sie Ihre Kommunikations- und Führungsfähigkeiten und geben Sie Ihrer Karriere einen neuen Impuls.

08

Teil einer exklusiven Gemeinschaft sein

Der Student wird Teil einer Gemeinschaft von Elite-Managern, großen Unternehmen, renommierten Institutionen und qualifizierten Professoren der renommiertesten Universitäten der Welt sein: die Gemeinschaft der TECH Technologischen Universität.

Wir bieten Ihnen die Möglichkeit, sich mit einem Team von international anerkannten Dozenten zu spezialisieren.

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 Lead 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 them 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 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. Lead Analysis Based on Interactions
- 1.3.3. *Leads Scoring* Model Optimization

1.4. AI in Customer Relationship Management

- 1.4.1. Automated Tracking 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. Optimizing Conversions and Closing Sales

1.6. Predicting Customer Needs 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

1.8. Competition Analysis with IA

- 1.8.1. Automated Competitor Monitoring
- 1.8.2. Automated Comparative Price Analysis
- 1.8.3. Predictive Competitive Surveillance

1.9. Integration of AI in Sales Tools

- 1.9.1. Compatibility with CRM Systems
- 1.9.2. Empowerment of Sales Tools
- 1.9.3. Predictive Analysis in Sales Platforms

1.10. Innovations and Predictions in the Sales Environment

- 1.10.1. Augmented Reality in Shopping Experience
- 1.10.2. Advanced Automation in Sales
- 1.10.3. Emotional intelligence in Sales Interactions



“

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.



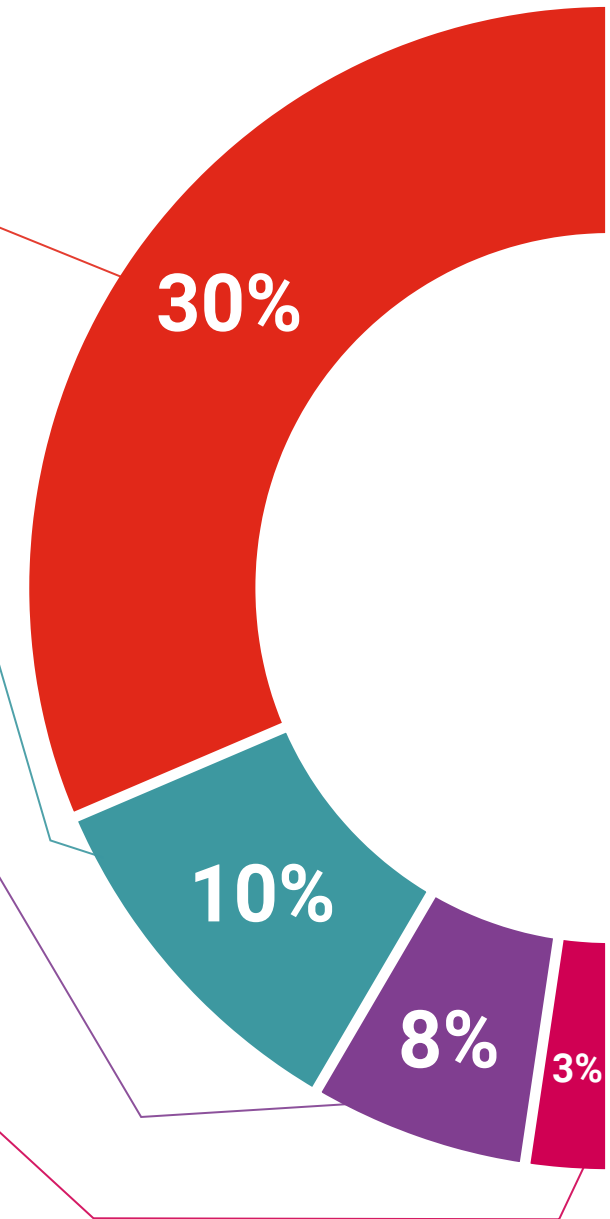
Management Skills Exercises

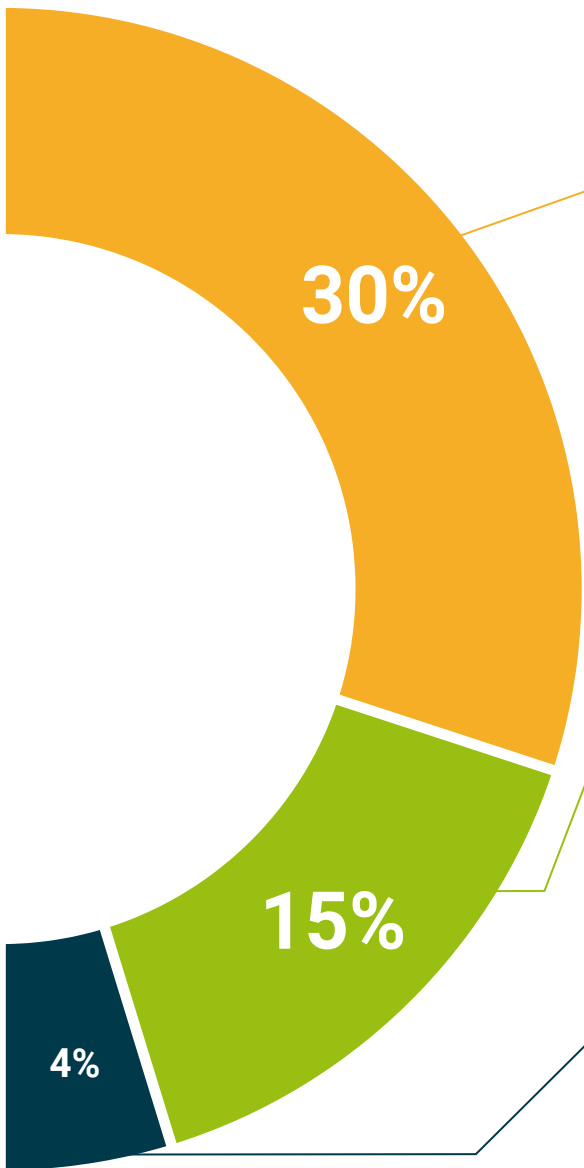
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



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 worked in the field of Communication and Advertising, Computer Science and/or Business.

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.





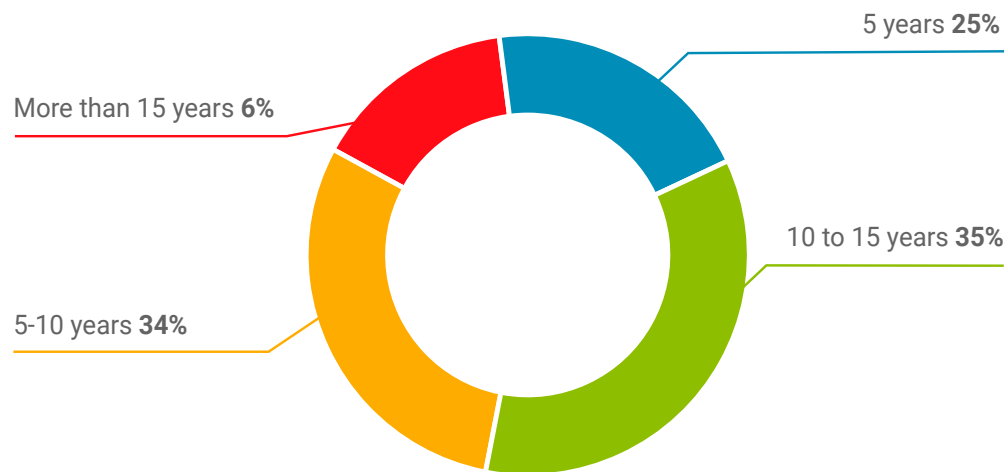
“

You will have access to the latest developments in Artificial Intelligence, applied to the Generation and Management of Optimized Sales, in no less than 180 hours of exclusive resources”

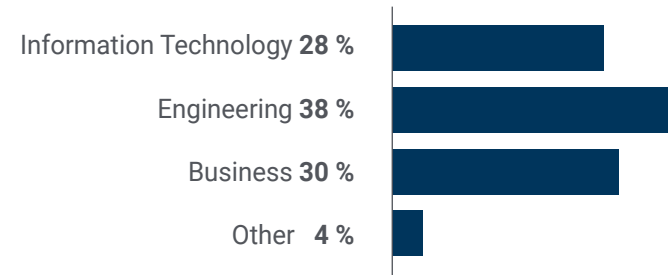
Average Age

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

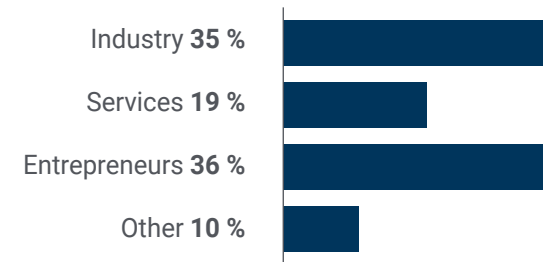
Years of Experience



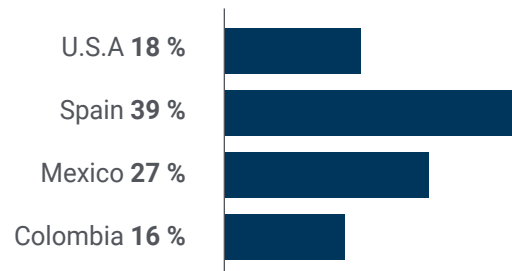
Training



Academic Profile



Geographical Distribution



Miriam Fuentes

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
- ♦ 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 the University of Castilla La Mancha
- ♦ Máster in Executive MBA from 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 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*
- ♦ 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

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

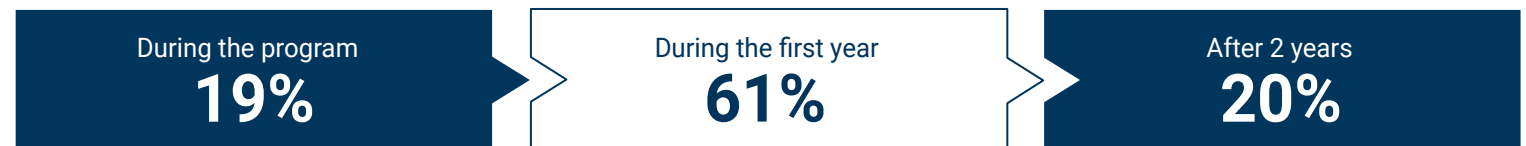
TECH's Postgraduate Certificate in Optimized Sales Generation and Management with Artificial Intelligence is an intensive program that prepares you to face challenges and business decisions in the field of Optimized Sales Generation and Management using Artificial Intelligence. The main objective is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

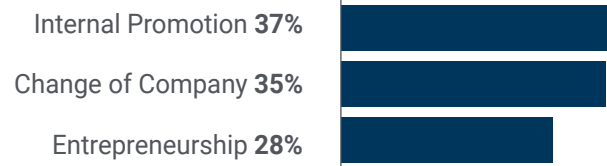
Raise your professional profile by efficiently mastering the technologies of the future with this exclusive university qualification.

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

When the change occurs



Type of change



Salary increase

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 education 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

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 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 largest digital university in the world.

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**





Postgraduate Certificate Optimized Sales Generation and Management with Artificial Intelligence

- » Modality: **online**
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- » Accreditation: **6 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Postgraduate Certificate Optimized Sales Generation and Management with Artificial Intelligence

