



MASTER YOUR DIGITAL SKILLS

Benefits of AI in B2B Sales

Artificial Intelligence (AI)

Robocoast



Co-funded by
the European Union



SEMINAR OVERVIEW

The Benefits of AI in B2B Sales Training Series offers sales professionals an opportunity to explore the transformative potential of artificial intelligence.

The training focuses on enhancing sales efficiency and delivering exceptional customer experiences through AI-driven tools and strategies.

In introduction lecture participants will gain foundational knowledge on how to implement AI in B2B sales processes. In small group workshops the theme is taken into next level with in-depth exploration of AI application in participants' own organizations based on predefined themes and practical examples.



TARGET AUDIENCE

Training is targeted to sales professionals, business leaders, and decision-makers who aim to leverage AI to optimize their sales processes.

It is especially beneficial for individuals with some prior understanding of AI and those seeking practical guidance on applying AI in a business context.

COURSE DESCRIPTION

The Benefits of AI in B2B Sales helps sales professionals understand the potential of artificial intelligence in enhancing sales efficiency and creating better customer experiences.

Workshops provide coaching for developing an AI strategy to enhance sales efforts.

- Explore the benefits of AI in sales processes and customer data analysis.
- Review concrete use cases and real-world examples.
- Identify specific organizational needs to customize the learning experience.

COURSE INFO

Location	ONLINE, Teams
Date & Time	29.01.2025 13:00-14:00 (UTC-2) 12.03.2025 13:00-13:45 (UTC-2) 12.03.2025 14:00-16:00 (UTC-2) 19.03.2025 13:00-15:00 (UTC-2)
Duration	1 hour introduction, 45 min introduction for workshops & 2 x 2 hours small group workshops
Cost	Participation is fully funded by the European Union, within the framework of the Level Up project.



Juha Särkinen

Juha Särkinen is the Founder and CEO of Humandigi Oy, as well as a versatile IT professional with over 17 years of experience. His career spans a wide range of roles, including consultant, developer, project manager, and team leader.

Juha specializes in helping small and medium-sized businesses harness AI in their daily operations to boost efficiency and drive innovation.



Ville Strandman

Ville Strandman is the Chairman of the Board at Humandigi Oy and an artificial intelligence expert who specializes in helping businesses leverage AI for marketing and business development.

His expertise lies in AI solutions that streamline processes, free up resources, and enable cost-effective project implementation.





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