

Generative AI Consultancy & Training

Use GenAI to upskill your workforce and boost performance
to stay ahead in a fast paced market



Executive Summary

Generative Artificial Intelligence is transforming the business landscape, raising the bar for efficiency and innovation. Companies are increasingly adopting this technology to automate tasks, enhance creativity and accelerate data-driven decision-making. To stay competitive, professionals must adapt by acquiring new skills and leveraging AI tools. Mastering these areas is key to securing and maintaining a strong market position.

This program allows you to leverage generative AI in B2B sales for precise prospecting, targeted outreach and personalized communication. It empowers sales teams to create tailored content, identify high-potential leads, discover new market opportunities and engage untapped customers.

By equipping sales professionals with essential AI skills, this program enables peak performance and maximizes sales potential.

Who is this training for?

Sales Business Development & Key Account Management |
Sales Representatives & Inside Sales | Sales Operations &
Sales Enablement | Customer Success Teams

Sales Upskilling Package

01 A Technology Introduction to AI

A foundational overview including machine learning, natural language processing and neural networks

02 Prompt Engineering Methodologies

Techniques for crafting effective prompts including prompt structuring, tree of thought prompting and context setting

03 AI-Driven Sales Blueprint

This training helps participants develop tailored blueprints for integrating AI into sales strategies with a focus on decision support and customer behavior analysis

04 Persona Sales approaches with AI

Applying AI to develop personalized sales approaches including customer segmentation, persona development and tailored messaging

05 AI in Lead Generation & Targeting

Utilizing AI to enhance sales prospecting by identifying high-potential leads, refining targeting strategies and optimizing outreach efforts for effectiveness

06 AI-Enhanced Sales Communication

Discover how AI enhances daily customer interactions by enabling personalized communication, tailored content creation and improved engagement

07 Responsible AI & Legal Frameworks

This course explores the ethical and legal implications of AI, focusing on data privacy and compliance with emerging regulations to ensure responsible deployment

08 Leadership in the Age of AI

Exploring leadership strategies including AI-driven decision-making, change management and fostering AI literacy among teams

**Each training includes a 45-minute session plus a 15-minute Q&A.
No limit on participation numbers. Training sessions and bundles are fully customizable to meet specific company requirements.**

About The Trainer

Margarita Lindahl is Head of AI at Panasonic Connect Europe, where she plays a crucial role in shaping the organization’s Artificial Intelligence strategy and driving its implementation in Europe. She is AI certified by MIT and Oxford university and is also currently studying AI at Stanford. Prior to joining Panasonic 11 years ago, she was a strategic consultant for EY.



She and her team are committed to delivering trainings tailored to evolving market demands, ensuring professionals are equipped with the latest AI skills and insights.

About Panasonic Connect

With a century-long legacy in AI and a team of 1,200 AI engineers globally, Panasonic is at the forefront of transforming industries through cutting-edge AI solutions. At Panasonic Connect, we specialize in boosting productivity and efficiency across retail, logistics, manufacturing, field services, and entertainment. Building on our deep AI expertise, Panasonic Connect now offers specialized consultancy and training in generative AI, guiding businesses through seamless integration of these advanced technologies. Partner with Panasonic Connect to leverage unmatched AI expertise and innovative solutions precisely tailored to your business needs.

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