



Chartered  
Institute of Sales  
**Professionals**

Australia & New Zealand

# AI - Lead Generation & Prospecting

Masterclass One

# Learning Outcomes

- Have a better understanding of the areas where AI can support lead generation – and where it cannot;
- Discover how AI can be used to create buyer personas and account profiles;
- Learn about buying units and other customer insights through AI;
- Understand how to identify market size and other market insights via AI tools;
- Learn about AI's role in understanding accounts; and
- Discover how to use AI tools for prospecting.



## Module One:

# Lead Gen, AI and Key Areas

- Leads, lead generation and the lead generation process;
- AI trends in lead generation;
- Where AI plays a role in B2B marketing and lead generation;
- AI's role for lead capture and lead nurturing; and
- How AI benefits and transforms lead generation.

## Module Two:

# AI and Customer, Market & Competitor Insights

- Identifying key customer segments and personas;
- AI to deepen understanding of customers and how to use in creating buyer personas;
- AI for identifying stakeholders;
- Learn how to use AI tools for understand prospects needs, pain points; and
- AI tools for predicting customer behaviours.



## Module Three:

# Account Insights & Research

- AI for identifying suitable leads, to find contact information;
- AI for researching account;
- AI for sizing market and industry opportunities;
- AI to identify look-alike accounts; and
- Market and competitive insights and AI.



A hand and a robotic hand are shown pointing towards a central digital interface. The interface features a large, glowing blue dollar sign (\$) in the center, surrounded by concentric circles and radial lines, resembling a futuristic control panel or a data visualization. The background is dark, and the overall aesthetic is high-tech and professional.

# Conditions & Pricing

- ½ day duration (4 hours)
- Online delivery
- Maximum ten attendees per class
- \$AUD 1,950 per person
- 10% discount for ISP partners



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