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Attitude | Skills | Knowledge

(32 HRS)

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AI DRIVEN SALES & MARKETING:

BOOSTING ENGAGEMENT & CONVERSIONS

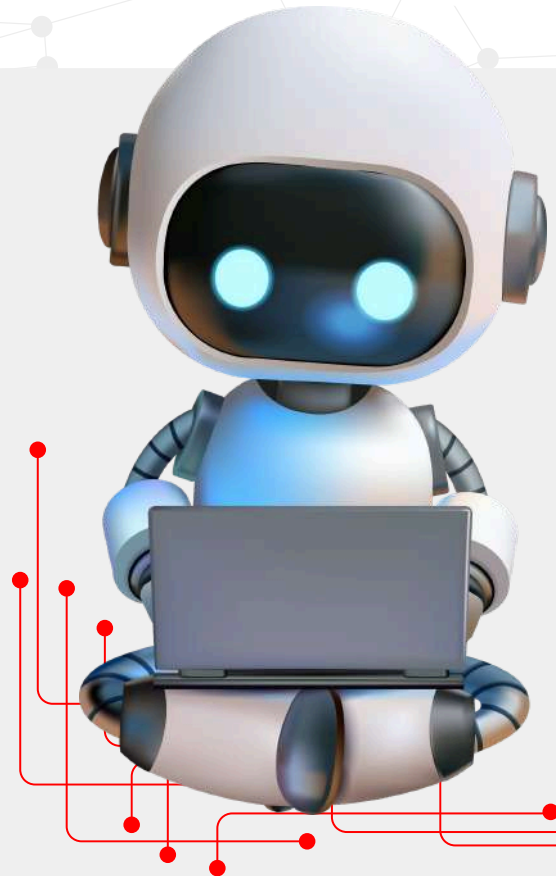
Course Synopsis

In a business landscape defined by rapid automation and shifting buyer behaviors, staying relevant requires more than just knowing how to use AI tools - it requires a fundamental shift in strategy. This masterclass is engineered for sales and marketing professionals who want to transition from manual execution to becoming **"Revenue Architects."** You will move beyond basic prompting to master sophisticated, end-to-end workflows that harmonize demand generation with high-velocity sales conversion.

The curriculum focuses on the **"Marketing Multiplier"** effect, teaching you how to scale regional growth across ASEAN while protecting profit margins in high-cost environments. From engineering "Answer Engine" visibility to deploying precision Account-Based Marketing (ABM) strategies, you will gain the technical authority to lead your organization through the commercial frontier.

This is a high-impact, hands-on journey designed for immediate ROI. You won't just learn theory; you will build a **Personalised Revenue Blueprint**, auditing real-world datasets and designing automated systems that reduce "friction-to-close." By the end of the program, you will possess a data-backed roadmap to automate repetitive tasks, shorten sales cycles, and drive predictable growth for your brand.

Course Code: TGS-2026064495



Prerequisites

- Experience with marketing and sales: Minimal one year of work experience with knowledge of marketing and sales

Language:

- Attained at least WPLN level 6 OR
- Obtained Grade C6 for GCE O level English OR
- Other equivalent qualifications

Academic:

- Obtained at least a pass or C6 at GCE O Level in at least 3 subjects OR
- Candidates with other qualifications will be considered on a case-by-case basis OR
- Mature candidates (≥ 30 years old) with 8 years of relevant working experience

Total Training Hours:

- 32-hour training course including a 2-hour assessment
- Practical Assessment
- Written Assessment

Learning Units



Learning Unit 1

From Manual Drafting to AI-Powered Content Mastery



Learning Unit 2

Boosting Productivity and Closing Revenue Gaps



Learning Unit 3

High-Value ABM and Regional Market Dominance



Learning Unit 4

Predictable Data and The New Search Frontier



Learning Unit 5

Protecting Margins and Designing the Revenue Engine

Course Objectives

By the end of this course, learners should be able to:

- ✓ Design high-fidelity, structured AI workflows that transition from basic prompting to professional-grade output and brand consistency.
- ✓ Implement the "Marketing Multiplier" effect to accelerate multi-channel content production and regional ASEAN expansion without increasing headcount.
- ✓ Leverage AI-driven intelligence to identify high-value accounts, shorten B2B sales cycles, and eliminate friction within the buyer journey.
- ✓ Harness predictive data analytics to isolate revenue leaks, protect profit margins, and deliver high-impact executive reporting.
- ✓ Establish robust frameworks for brand safety, ESG compliance, and responsible AI leadership to navigate the modern commercial frontier.



Programme Fee

S\$1,670

(exclusive of
9% GST)

PROGRAMME FEE AFTER ELIGIBLE SSG SUBSIDIES:

From **S\$212.09**

(inclusive of 9% GST) after 90% SSG Subsidies

 Self-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
Singapore Citizens ≥ 40 years old	S\$1,670.00	90% SkillsFuture Funding	S\$212.09
Singapore Citizens, PRs or LTVP+ Holders ≥ 21 years old		70% SkillsFuture Funding	S\$546.09

SkillsFuture Credits can be used on top of existing subsidies

 Company-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
Small-to-Medium Enterprise (SME) Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old	S\$1,670.00	90% SkillsFuture Funding	S\$212.09
Non-SME Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old		70% SkillsFuture Funding	S\$546.09
Non-SME Singaporean Citizens ≥ 40 years old		90% SkillsFuture Funding	S\$212.09

Singapore Citizens 21 years old and above who meet special criteria* may be eligible for Additional Course Fee Funding Support (AFS) of 95% Subsidy. AFS is only eligible for SkillsFuture Career Transition Programme applicants.

Contact Us

 + 65 64846723
 + 65 94303852
 information@asktraining.com.sg
 <https://asktraining.com.sg/>

Follow Us

 @ask.training.sg
 ASK Training
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 @ask_training

Find Us

 8 Jurong Town Hall Road
#27-01 The JTC Summit
Singapore 609434

 10 Anson Road
#06-11 International Plaza
Singapore 079903