Google Cloud

Google AI Integration for Sales

Key information

Course code	Google AI Integration for Sales
Course version	1.0
Course title	Google AI Integration for Sales
Description	This course equips Sales professionals with the skills to leverage Google AI tools, including Gemini, and NotebookLM Enterprise. You'll learn to draft personalized outreach, refine client communications with Gemini Gems for improved linguistic quality, analyze sales data for insights, and automate lead qualification and follow-up processes. Implement AI-driven solutions effectively and ethically to streamline sales workflows.
What you'll learn	• Utilize the core features of **Gemini** to personalize outreach, enhance productivity, and improve customer relationship management. • Apply advanced **Gemini capabilities (Gems)** to develop highly customized client engagement strategies and proactive pipeline risk analysis frameworks. • Leverage **NotebookLM Enterprise** to securely query and synthesize information from sales playbooks and client logs for tailored proposals and client-specific messaging.
Duration	3 hours
Level	Intermediate
Format (please leave only applicable)	Instructor-led

Content overview

Who this course is for	Sales Dev Representatives, Account Executives, Sales Managers, Sales Operations Specialists
Total modules	4
Total videos	0
Total Labs	0
Total classroom activities	0
Prerequisites	Basic Google Apps familiarity, Google Workspace skills, Gemini familiarity, basic NotebookLM skills, Sales lifecycle process knowledge, CRM software familiarity
Products	Gemini for Google Workspace Google Gemini Google Gemini Gems NotebookLM
Not covered	Theory and in-depth explanations of Google AI tools. The course requires a basic-level understanding of the tools and what each one offers.

Content breakdown

Module 1 title	Gemini for Workspace Integration
Module 1 topics	Use Case 1: Drafting personalized follow-up emails after a meeting Use Case 2: Creating a tailored sales pitch deck outline Use Case 3: Analyzing sales data in a spreadsheet Use Case 4: Drafting initial outreach messages for LinkedIn Use Case 5: Summarizing long email threads or documents for a quick catch-up

Module 1 objectives	• Identify Gemini features applicable to specific sales tasks and personalized outreach. • Demonstrate the use of Gemini to draft tailored sales communications and client-specific messaging. • Compare the efficiency of completing sales tasks with and without the integration of Gemini features. • Explain the potential time savings and improved client relationship management gained by leveraging Gemini in sales workflows.
Module 1 activities	5 use case demos
Module 2 title	Gemini Gems Integration
Module 2 topics	Use case 1: Crafting tailored client engagement strategies for Key Accounts Use case 2: Designing customized competitive playbooks and objection handling guides Use case 3: Developing a proactive "pipeline health and risk" scenario analysis framework
Module 2 objectives	• Analyze the inefficiencies of manual sales processes that custom Gems can address. • Design and refine custom Sales Gems using effective prompting techniques to automate specific tasks. • Apply custom Sales Gems in relevant use cases to streamline sales workflows. • Explain the benefits of creating custom Sales Gems, including efficiency, clarity, and cost-effectiveness.
Module 2 activities	3 use case demos
Module 3 title	NotebookLM Enterprise Integration
Module 3 topics	Use Case 1: Creating a centralized product knowledge base for Q&A Use Case 2: Deep dive into competitor battle cards and intelligence Use Case 3: Understanding complex client requirements from RFPs/discovery notes

	Use Case 4: Brainstorming and outlining custom solutions based on past successes Use Case 5: Onboarding new sales hires with curated sales playbooks and best practices Use Case 6: New sales hires: Podcast-powered onboarding
Module 3 objectives	• Review the steps to upload sales performance data and create a notebook in NotebookLM. • Apply NotebookLM to answer specific sales strategy questions using the provided source materials. • Differentiate between summaries generated by NotebookLM and manually created ones. • Assess the reliability and accuracy of content drafted by NotebookLM by verifying its source citations.
Module 3 activities	6 use case demos