

Google AI Integration for Sales

This course is designed to help Sales professionals learn how to use Google AI tools to streamline and enhance various sales processes. Through a combination of presentations and demos, attendees will gain insights into leveraging Gemini, Gemini Notebook, and AgentSpace to automate tasks, improve client engagement, and derive actionable insights from sales data. The course aims to equip sales practitioners with the skills to implement AI-driven solutions effectively and ethically within the Sales business function.

**DURATION**

2-3 hours

**LEVEL**

100 - Introductory

**FORMAT**

Instructor-led

**SCALABLE**

1-50, scaled to 1000

What you'll learn

- Utilize the core features of Gemini to personalize outreach, enhance productivity, and improve customer relationship management.
- Leverage Gemini Notebook for Enterprise to securely query and synthesize information from sales playbooks and client logs for tailored proposals and client-specific messaging.
- Automate repetitive sales tasks and workflows using AgentSpace, improving efficiency and consistency in areas like deal progress and collateral distribution.

Overview	3 modules
Who this course is for	• Sales Dev Representatives, Account Executives, Sales Managers, Sales Operations Specialists
Products	• Gemini Enterprise • Gemini Notebook Enterprise • Agent Studio on Gemini Enterprise Agent Platform • Google Agentspace
Prerequisites	• Basic Google Apps familiarity, Google Workspace skills, Gemini familiarity, basic Gemini Notebook skills, basic Agentspace knowledge and skills, Sales lifecycle process knowledge, CRM software familiarity
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.

Module 01

Gemini for Workspace Integration

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 Quick Catch-up
Objectives	• Identify how Gemini for Workspace can support marketing content creation and campaign planning. • Create marketing copy and analyze campaign performance data using Gemini. • Justify the use of Gemini to optimize marketing workflows and improve content quality. • Develop strategies for using Gemini to personalize marketing messages. • Evaluate the effectiveness of Gemini in improving marketing ROI.
Activities	• 5 use case demos

Module 02

Gemini Notebook Enterprise Integration

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: Creating a Podcast Episode Outline & Script from Research
Objectives	• Explain Gemini Notebook's information synthesis from various sources. • Describe how Gemini Notebook generates grounded content ideas. • Identify how Gemini Notebook refines messaging and creates briefs. • Explain Gemini Notebook's analysis of qualitative feedback.
Activities	• 6 use case demos

Module 03

Agentspace Integration

Topics	• Use Case 1: Automated Lead Enrichment and Qualification Scoring • Use Case 2: Monitoring Target Accounts for Trigger Events • Use Case 3: Streamlining Internal Sales Knowledge Discovery • Use Case 4: Automating Sales Report Data Aggregation for Managers • Use Case 5: Proactive Customer Health Monitoring & Churn Risk Alerting
Objectives	• Identify AgentSpace's automation capabilities for routine tasks. • Describe how AgentSpace proactively monitors campaign performance. • Explain AgentSpace's management of marketing data flows. • Outline how AgentSpace executes predefined marketing workflows.
Activities	• 5 use case demos