

Course Title: Mastering AI Employees

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Course Introduction

Welcome to **Mastering AI Employees**, your complete training for one of the most powerful and profitable services you can offer as an Audax Group Licensee. In this course, you'll learn everything you need to know to confidently sell AI-powered voice agents—what we call AI Employees—to local businesses. These AI-powered solutions answer calls, follow up with leads, book appointments, and operate 24/7 to help businesses grow while saving on staffing costs.

You don't need any tech experience or AI background. Our team handles all the backend fulfillment—your job is to understand the offer, talk about it confidently, and close deals. By the end of this course, you'll be fully equipped to present, sell, and scale AI Employee services as part of your recurring revenue business.

Lesson 1: What Are AI Employees?

In this foundational lesson, you'll learn what AI Employees are, how they function, and why they're completely different from traditional chatbots or voicemail systems. You'll discover how they operate as full-time virtual receptionists, lead qualifiers, or outbound callers—making them one of the most in-demand AI solutions for businesses today.

Lesson 2: Real-World Use Cases

Explore real examples of how AI Employees are already transforming businesses across industries like real estate, legal, medical, and home services. This lesson will help you recognize key opportunities, identify ideal clients, and speak to real-world pain points business owners are experiencing.

Lesson 3: How AI Employees Work

Get a behind-the-scenes look at how our AI Employees operate. You'll learn about inbound and outbound calling, integration with the AI Voice Magic CRM, voice minute usage, and most importantly—how our fulfillment team takes care of setup, customization, and management so you can focus on sales.

Lesson 4: Pricing AI Employees for Profit

This lesson walks you through how to structure your pricing to maximize monthly recurring revenue. You'll explore wholesale-to-retail pricing models, typical client spend, and how to position your service as a high-value investment rather than a cost.

Lesson 5: Packaging AI Employees as a Service

Learn how to turn pricing into simple, attractive service tiers. You'll discover how to create basic, pro, and elite packages, offer upsells and add-ons, and bundle your AI Employee service with other Audax Group solutions for greater client value and higher income.

Lesson 6: Selling AI Employees Effectively

Master the AI sales conversation with real-world guidance on how to engage prospects, ask discovery questions, present benefits clearly, and close deals confidently. You'll also learn how to handle common objections and how to use comparisons to help business owners make quick buying decisions.

Lesson 7: Onboarding New Clients

This lesson covers the full onboarding process—from what information to collect from your client to how to submit everything to our fulfillment team. You'll learn how to set expectations, communicate during setup, and make the process seamless for your client.

Conclusion: Managing the Relationship & Maximizing Retention

In the final lesson, you'll learn how to keep your clients long-term. We'll cover how to share results, identify upsell opportunities, build client trust, and deliver ongoing value—so you can build a business with stable, predictable, recurring income.