

# **Course Title: Audax AI Business Partner Education Course**

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## **Course Introduction**

Welcome to the **Audax AI Business Partner Education Course**—your complete training program to launch, grow, and scale your own AI-powered digital agency as a licensed partner with **Audax Group**.

This course was built specifically for **Audax Group Licensees** like you who are ready to take advantage of one of the most powerful business opportunities in the world today: helping local businesses adopt **AI-powered marketing, automation, and customer service solutions**—with no tech skills or backend setup required.

As a licensee, you get fully built, white-labeled tools—including an AI website concierge, voice-activated AI employees, AI-powered CRM (AI Voice Magic), Google Business Profile Optimization software, and AI social media ad automation. Our fulfillment team handles all the setup and delivery—you **focus on selling, building relationships, and growing recurring monthly revenue**.

This course will give you the skills, scripts, tools, and strategies to present your services, close high-value clients, and confidently grow your AI business in your local market and beyond.

## **Module 1: Introduction to AI & Audax AI Services**

### **Lesson 1: What is AI? Understanding the Basics**

Learn what artificial intelligence is in simple terms, and how it's being used to transform marketing, sales, and customer service.

### **Lesson 2: How AI is Transforming Sales & Marketing for Local Businesses**

Explore real-world examples of how AI is solving problems for small businesses and giving them a competitive edge.

### **Lesson 3: Audax AI Services – Comprehensive Guide & Cheat Sheet**

Get an overview of every Audax AI service in your toolkit, how they work, and when to offer each one.

### **Lesson 4: How to Present & Sell AI Solutions to Businesses**

Learn how to talk about AI services without technical jargon—and get business owners to say, “I need this.”

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## **Module 2: Mastering AI Sales & Client Acquisition**

### **Lesson 1: Mastering AI Sales Conversations**

Build the confidence to talk about AI services naturally and persuasively—no sales experience required.

### **Lesson 2: Overcoming Sales Objections & Closing the Deal**

Learn how to respond to skepticism and turn “I’m not sure” into “Let’s get started.”

### **Lesson 3: Prospecting & Generating AI Leads**

Discover where to find your best leads—and how to approach them without sounding pushy.

### **Lesson 4: Creating Urgency & Building Long-Term AI Clients**

Use emotional and strategic triggers to get business owners to act now and stay with you long-term.

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## **Module 3: Audax AI Sales Strategy**

### **Lesson 1: How to Position & Sell AI Services**

Learn how to frame AI solutions as “must-have” services, not just another marketing tool.

### **Lesson 2: Crafting a Winning AI Sales Pitch**

Create your go-to sales script that turns features into benefits and connects with what business owners care about.

### **Lesson 3: Handling Objections & Overcoming AI Resistance**

Develop answers to the most common questions and concerns about AI—and how to turn resistance into results.

### **Lesson 4: Crafting Your Sales Pitch & AI Demo Strategy**

Learn how to structure your demo call for maximum impact using your AI-powered tools and dashboards.

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## **Module 4: The Sales Process & Closing Deals**

### **Lesson 1: Prospecting – Finding & Engaging Potential Clients**

Learn how to consistently generate interest in your AI services using multiple prospecting methods.

### **Lesson 2: Sales Funnels & Lead Nurturing for AI Services**

Build a simple sales funnel that nurtures leads automatically using your white-labeled CRM.

### **Lesson 3: Consultation & Closing Strategies**

Discover how to run a discovery call, make an offer, and close with confidence.

### **Lesson 4: AI Sales Call & Demo Best Practices**

Master the call flow and demo structure that leads to more conversions—step by step.

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## **Module 5: Marketing & Lead Generation**

### **Lesson 1: Online & Offline Marketing Strategies**

Learn how to generate leads using free and paid strategies—online and locally.

### **Lesson 2: Social Media & Content Marketing for AI Sales**

Use pre-built content and AI tools to show up as the go-to AI expert in your market.

### **Lesson 3: Email & Cold Outreach for AI Sales**

Automate cold outreach with proven scripts, follow-up sequences, and email workflows.

### **Lesson 4: Running AI Webinars & Workshops to Attract Clients**

Host events and live demos to educate and convert high-intent leads at scale.

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## **Module 6: Setting Up & Managing Your AI Business**

### **Lesson 1: Setting Up Your AI Business for Success**

Get your business foundation in place—tools, systems, and mindset for success.

### **Lesson 2: Time Management & Productivity for AI Sales**

Learn how to manage your time like a pro—even if you're doing this part-time.

### **Lesson 3: Tracking Sales & Performance Metrics**

Know what to measure and how to track growth without overcomplicating it.

### **Lesson 4: Scaling Your AI Business – Hiring & Expanding**

When and how to delegate tasks, hire help, and scale without burnout.

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## Module 7: Customer Onboarding & Retention

### Lesson 1: Educating Clients on AI Services

Teach clients how AI works for them so they understand the value you deliver each month.

### Lesson 2: Managing Client Expectations & Delivering Value

Set clear expectations and deliver a smooth experience from day one.

### Lesson 3: Retaining Clients & Upselling Additional AI Solutions

Learn how to keep clients for 12+ months and expand your revenue with complementary services.

### Lesson 4: Creating Long-Term Client Relationships

Go beyond transactions and build client loyalty that leads to referrals and retention.

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## Module 8: Advanced Sales & Business Growth

### Lesson 1: High-Ticket AI Sales – How to Close Bigger Deals

Take your agency to the next level by learning how to pitch and close \$2,000–\$5,000+ monthly packages.

### Lesson 2: Expanding Your AI Sales in the U.S. – Local Market Domination

Discover how to become the go-to AI agency in your city and leverage local dominance strategies.

### Lesson 3: Partnering with Other Businesses & Referral Networks

Tap into powerful referral relationships with other agencies, consultants, and professionals.

### Lesson 4: The Future of AI & How to Stay Ahead

Stay sharp and future-proof your business by learning how to evolve with AI and emerging technologies.

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## Course Conclusion

You've now completed the **Audax AI Business Partner Education Course**—and you're ready to go out and build a profitable, scalable AI marketing agency. You know how to position, present, and sell high-value AI services that deliver real results for local businesses—and you have an entire team behind you to fulfill everything on the backend.

This is your opportunity to lead the AI revolution for small businesses—and to build real, recurring income while doing it. Let's grow. You've got everything you need.