

AI INNOVATION TECHNIQUES FOR SALES & MARKETING STRATEGY

(HRD CORP CLAIMABLE COURSE 10001664452)

Why This Program?

In today's competitive and fast-moving market, sales and marketing teams are under increasing pressure to **sell faster, generate better leads, personalize engagement, and continuously innovate**, all while working **with limited time and resources**.



This 2 – day hands – on training program equips participants with practical AI techniques to immediately enhance sales performance, improve lead quality, and uncover new growth opportunities.

Designed for beginners to intermediate AI users, this program focuses on real business application, not technical theory.

Participants will learn how to turn AI into daily sales assistant, research partner, and innovation engine, usable immediately after training.

You'll explore:

AI FOR SALES & LEAD GENERATION

AI for Sales & Growth Mindset & Opportunity

Understanding how AI reshapes modern sales and marketing workflows.

AI – Powered Customer Intelligence & Buyer Personas

To turn AI into a customer research and insight engine.

AI for Lead Generation & Prospecting

To improve lead quality while reducing time spent on cold outreach.

AI Sales Messaging, Pitching & Proposal Creation

To help teams close deals faster using AI – enhanced persuasion.

AI FOR INNOVATION, STRATEGY & DECISION MAKING

AI for Sales Innovation & New Revenue Ideas

To use AI as a creative partner for growth and differentiation.

Predictive Thinking – AI for Sales Forecasting

To introduce predictive sales thinking without technical complexity.

AI for Stakeholder Communication & Decision Selling

To improve communication with management, partners, and clients.

AI Sales Playbook & 30 – Day Action Plan

To ensure sustained AI adoption after training.

AI WORKFLOWS

DIGITAL ASSISTANTS

PROMPT ENGINEERING

Outcomes That Matter

After this program, you can:

- Apply AI tools to boost sales productivity
- Use AI to identify, qualify, and prioritize leads
- Create persuasive sales messages, pitches, and proposals
- Generate new ideas for products, offers, and go-to-market strategies
- Use AI for predictive sales thinking and decision support
- Communicate insights effectively to stakeholders and management

Program Snapshot

Duration	:	2 Days (14 hours)
Mode	:	Face – to – Face, interactive, hands – on Hands – on activities,
Methods	:	workflow – based learning & work – based project
Industries	:	Applicable to all sectors

Audience (No prior AI or technical background required)	:	<ul style="list-style-type: none">• Sales Managers & Executives• Marketing & Business Development Teams• Product & Growth Teams• Entrepreneurs & Business Owners• Non-Technical Professionals (Beginner to Intermediate AI Users)
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Key Benefits

- Faster sales execution and higher seller productivity
- Improved pipeline quality and conversion
- Stronger customer intelligence for better decisions
- Personalized messaging at scale with brand consistency
- Revenue growth through structured innovation
- Sustainable adoption, governance, and measurable ROI

Time	Day 1 Content	Day 2 Content
0900 – 1030	Welcome & Networking Module 1: AI for Sales & Growth Mindset & Opportunity	Recap & Kickoff Module 5: AI for Sales Innovation & New Revenue Ideas
1030 – 1050	Break	Break
1050 – 1300	Module 2: AI – Powered Customer Intelligence & Buyer Personas	Module 6: Predictive Thinking – AI for Sales Forecasting
1300 – 1400	Lunch	Lunch
1400 – 1530	Module 3: AI for Lead Generation & Prospecting	Module 7: AI for Stakeholder Communication & Decision Selling
1530 – 1550	Break	Break
1550 – 1650	Module 4: AI Sales Messaging, Pitching & Proposal Creation	Module 8: AI Sales Playbook & 30 – Day Action Plan
1650 – 1700	Evaluation of Day 1 Learning Closing	Evaluation of Learning/ Certificate presentation Closing



Manimaran Thiruvasagam (Mahesh)

Accredited HRDCorp Trainer | AI & Growth Specialist | Designer & Consultant

About the Trainer

Manimaran Thiruvasagam, better known as Mahesh, is a dynamic trainer, consultant, and strategist with over 20 years of experience at the intersection of technology, digital marketing, and AI – driven business transformation.

He holds a BSc (Hons) in Computing (Multimedia) from Staffordshire University (UK) and Advanced Diplomas in Engineering & Software Development from APIIT and Wigan & Leigh College (UK). Mahesh is an HRDCorp Accredited Trainer and is certified in Data Analytics and VUCA Leadership, reflecting his deep expertise in both technical and strategic disciplines.

As an industry practitioner and educator, Mahesh has worked with corporate leaders, entrepreneurs, and government agencies to help them navigate Malaysia's fast – evolving digital landscape. His workshops are known for bridging complex AI and PDPA concepts with real – world governance and business applications, empowering participants to lead responsibly in a data-driven era.

Mahesh has trained and collaborated with organizations such as MIHRM, The Star Media Group, Malaysian Hotel Association, and Gamuda Land, delivering programs that combine strategic foresight, technical acumen, and business creativity. His facilitation style is engaging, pragmatic, and outcome – oriented, helping leaders translate knowledge into measurable action.

Core Expertise

AI for Business Growth & Expansion: Integrating AI across HR, Finance, Marketing, and administrative functions; AI Process Automation & Workflow Optimization; Generative AI (Text, Image, Video, Avatar Creation).

Digital & Growth Marketing: Funnel Building & Lead Generation Systems; Brand Strategy, Storytelling & Campaign Design; AI-Powered Content Creation & Social Media Management.

Corporate Upskilling & Transformation: AI Skills for Non – Technical Teams; Strategic Planning & Rapid Foresight; Presentation Mastery & Visual Communication.

Creative & Technical Skills: Advanced Multimedia Design (Adobe Suite, Web UI, Video Editing); Marketing Collateral Development; Pitch Deck & Event Branding.

Ethical AI & Data Governance: Translating PDPA compliance, AI ethics, and governance guidelines into clear, actionable leadership frameworks.



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Contact:
chrisraj@colus.com.my;
+60122067867

