



Google AI Integration for Sales

Course description

Learn how to leverage Gemini, Gemini Gems, and NotebookLM Enterprise to personalize customer engagement, improve sales productivity, automate outreach activities, analyze sales performance, and streamline pipeline management. Discover practical AI-powered techniques that help sales professionals accelerate deal cycles, improve customer relationships, and drive revenue growth through data-driven selling.

The course also explores how Gemini Gems can help build customized client engagement strategies, competitive sales playbooks, and pipeline risk assessment frameworks. Additionally, learners will leverage NotebookLM Enterprise to create centralized sales knowledge repositories, analyze customer requirements, understand competitive intelligence, and accelerate onboarding for new sales team members.

- Course level: Intermediate
- Duration: 1 day

Activities

This course includes instructor-led training sales use case demonstrations scenario-based learning guided ai workflows customer engagement exercises competitive analysis workshops interactive discussions best practice reviews to reinforce learning.

Course objectives

In this course, you will learn to:

- Create personalized sales outreach using AI. Draft customer communications and follow-up messages efficiently. Analyze sales performance data and identify trends. Develop tailored sales engagement strategies. Create competitive intelligence and objection-handling frameworks. Build pipeline health and risk assessment models. Leverage NotebookLM for sales knowledge management. Accelerate proposal development and customer discovery processes. Improve sales productivity through AI-powered workflows.

Intended audience

This course is intended for:

- Sales Development Representatives (SDRs) Account Executives Sales Managers Sales Operations Specialists Business Development Representatives Customer Success Managers Revenue Operations Professionals

Prerequisites

We recommend that attendees of this course have:

- Basic familiarity with Google Apps. Google Workspace skills. Familiarity with Gemini. Basic NotebookLM knowledge. Understanding of sales lifecycle processes. Familiarity with CRM platforms and sales workflows.

Products covered

- Gemini for Google Workspace Google Gemini Gemini Gems NotebookLM Enterprise

Course outline

Module 01 - Gemini for Workspace Integration

- Personalized Follow-Up Emails Tailored Sales Pitch Deck Creation Sales Data Analysis in Spreadsheets LinkedIn Outreach Message Development Email Thread and Document Summarization

Module 02 - Gemini Gems Integration

- Client Engagement Strategy Development Competitive Playbook Creation Objection Handling Frameworks Pipeline Health and Risk

Analysis

Module 03 - NotebookLM Enterprise Integration

- Product Knowledge Base Creation
- Competitor Intelligence Analysis
- Understanding Customer Requirements from RFPs
- Solution Brainstorming Using Historical Successes
- Sales Onboarding and Playbook Management
- Podcast-Powered Sales Enablement

Certification details

Participants receive a course completion certificate upon successfully attending the training program.

FAQs

Who should attend this course?

This course is designed for sales professionals seeking to improve outreach, customer engagement, sales intelligence, and productivity using AI.

Is prior AI experience required?

Basic familiarity with Gemini and NotebookLM is recommended, but advanced AI expertise is not required.

What sales use cases are covered?

Personalized outreach, sales pitch development, pipeline analysis, competitive intelligence, proposal creation, customer discovery, onboarding, and sales enablement.

Is this a hands-on course?

Yes. The course includes demonstrations, practical exercises, and real-world sales scenarios.

What AI products are covered?

Gemini, Gemini for Google Workspace, Gemini Gems, and NotebookLM Enterprise.

Will I learn how to create custom sales AI assistants?

Yes. Participants learn how to build Gemini Gems for account planning, pipeline management, competitive intelligence, and sales strategy development.

How long is the course?

The course is delivered in a 3-hour instructor-led format.

What business benefits can sales teams expect?

Sales teams can improve prospect engagement, accelerate deal cycles, enhance pipeline visibility, strengthen sales enablement, automate repetitive tasks, and improve revenue performance through AI-powered sales workflows.