

AI at Work for Sales and Marketing Managers: Practical AI for Campaigns, Content and Sales Follow Up

HRD Corp Claimable Course · Programme No. 10001772514

AI at Work for Sales and Marketing Managers is a one day, hands on programme that equips sales managers, marketing managers, business development staff and SME owners who sell to use AI tools safely and accurately for marketing content and sales follow up. Participants learn a structured prompting method (CRAFT: Context, Role, Ask, Format, Test) applied to their own brand voice, the rules for using customer data under the Personal Data Protection Act 2010, and how to check that marketing claims are true and can be proven before they are published.

Who attends

Sales Managers, Marketing Managers, Business Development Managers and Executives, Sales and Marketing Executives, Account and Key Account Managers, Customer Service Managers, Business Owners and Directors of SMEs who lead sales. No prior AI experience needed.

Learning outcomes

1. Apply the CRAFT prompt method and safe AI practice (PDPA, claims that can be proven and fact checking) to produce on brand marketing and sales content.
2. Analyse anonymised customer feedback to build a customer message map for 2 customer segments.
3. Develop a 30 day content and campaign plan with at least 6 finished posts in the languages their customers use.
4. Create a sales follow up kit with a 5 step message sequence and answers to the top 5 customer objections, tested in a peer pitch.

Four sessions, four finished outputs

Session	Output	Written quality standard
1. Prompt with CRAFT, safely	Prompt library and brand voice guide (started); safe and true checklist	At least 8 tested CRAFT prompts; one page brand voice guide; checklist completed
2. Know your buyer	Customer message map for 2 segments	For each segment: pains, value proposition, proof points and 3 key messages in brand voice
3. Plan and create	30 day content and campaign plan with at least 6 finished posts	One campaign brief, a 30 day calendar and 6 posts ready to publish after review
4. Follow up and close	Sales follow up kit; prompt library completed (20 or more)	5 step sequence and 5 objection answers that hold up in the pitch test; library of at least 20 tested prompts

Each session follows the same rhythm: **Show** (a short trainer demonstration with a Malaysian workplace example), **Build** (participants create the output on their own work), **Check** (pairs review each output against the written quality standard) and **Sign off** (the trainer signs it off).

Timetable (7 training hours)

9:00 to 9:15	Opening: bring one product and one target customer; AI confidence check
9:15 to 10:45	Session 1: Prompt with CRAFT, safely
10:45 to 11:00	Tea break
11:00 to 12:45	Session 2: Know your buyer
12:45 to 1:45	Lunch
1:45 to 3:15	Session 3: Plan and create
3:15 to 3:30	Tea break
3:30 to 4:45	Session 4: Follow up and close
4:45 to 5:00	30 day action plan; final self assessment; close

Formats and fees

Public, live online (Zoom or Microsoft Teams)	RM 875 per participant · 6 to 12 per cohort
Public, face to face, Kuala Lumpur	RM 1,750 per participant · 8 to 20 per cohort
In house, your premises	RM 10,500 per group of up to 20

2027 cohort dates: maha-pro.com/ai-at-work-sales. Each cohort is confirmed 4 weeks ahead.

Claiming through HRD Corp

No upfront payment for approved grants. Your HR applies in e-TRIS under HRD Corp Claimable Courses after we confirm the cohort, at least 3 weeks before. HRD Corp pays MAHA from your levy. All grants are subject to HRD Corp approval and your levy balance. MAHA prepares every document.

Trainer

Suresh Rao, Founder & Lead Trainer, HRD Corp Accredited Trainer (ID 17468). Leads every cohort personally.

Every participant receives

Their 4 finished outputs (they belong to your company), a digital workbook, and a MAHA Certificate of Completion for full attendance.