Course 10 — AI for Prospecting, Personalization & Pipeline Management

Tier: 1 (Facilitator) · **Days:** 2 · **Cohort max:** 20 · **Ratio:** 1:20
Prerequisites: Sales/BizDev role.
Tools provisioned: LLM access, sample CRM export, outreach templates.

Day 1 — AI-powered lead scoring and prioritization: LLMs for personalized outreach at scale; enrichment workflows.
Day 2 — Conversation intelligence: call transcription and coaching insights; CRM AI features; building a personal AI workflow for pipeline review.

Capstone artifact: Personalized outreach sequence + pipeline analysis template.
Tutor certification: Tier 1 + observed module delivery.
Kit-specific notes: Outreach-ethics note in Tutor Guide (no spam-scale misuse).

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