+33 (0)1 48 10 09 46
formation@ambient-it.net
140 Avenue Jean Lolive 93500 Pantin - France

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Register

# EU AI Act training for sales representatives

1 day (7 hours)

## Overview

Generative AI is an incredible productivity lever for sales (writing emails, summarizing meetings, scoring). But without a framework, it exposes your company to major risks. This pragmatic training teaches your sales teams how to use AI like professionals, not like sorcerer's apprentices.

By the end of this training, your salespeople will know exactly how far they can go with automation. They will learn how to protect their prospects' data and use European compliance as a differentiating selling point against less scrupulous competitors.

The approach is mainly practical in order to validate your knowledge.

## Objectives

- Use AI to generate content without violating transparency rules
- Protect deals and prevent data leaks
- Distinguish between compliant and risky "Sales Tech" tools
- Know how to reassure a customer about your company's ethical use of AI.

## Target audience

- B2B/B2C sales representatives, SDR/BDR, account executives
- Sales managers and acquisition managers
- Pre-sales and customer success focused on upselling

## Prerequisites

- Mastery of sales fundamentals (prospecting, discovery, closing)
- Basic knowledge of CRM and email sequences
- Understanding of confidentiality and customer data management
- Ability to structure a message (pitch, objections, benefits)

# Technical prerequisites

- PC/Mac with a recent browser
- Windows 10/11, recent macOS, or Linux
- Access to a conversational AI tool and a text editor
- Access to a test CRM environment or anonymized exports

# EU AI training program for sales representatives

## [Day 1 - Morning]

### AI in sales: The end of the Wild West

- The new playing field: Why sending mass emails or using deepfakes for prospecting can be costly (brand image & penalties)
- Defining red lines:
  - emotional **analysis** of prospects during calls (beware of non-compliant "sales coaching" tools)
  - High credit scoring or automatic profile assessment (Banking/Insurance/HR sector) Banking/Insurance/HR sector)
- Transparency (The heart of the matter): Chatbots, Virtual Assistants, Generated Content

### Audit your "Sales Stack" (tools and methods)

- The hunt for non-compliant tools: Are your Chrome extensions for LinkedIn, your lead enrichment tools, and your note-taking assistants (Otter, Fireflies, etc.) legal?
- Customer data management: What happens if I put a prospect's confidential data prospect in ChatGPT to write a proposal? (Trade secrets vs. confidentiality)
- Hands-on workshop: Spring cleaning
  - Inventory of the team's "Shadow AI" (tools used secretly)
  - Decision matrix: Validated tool / Tool to be supervised / Tool to be banned

## [Day 1 - Afternoon]

### Transparency as a lever for trust (Article 50)

- Honest prospecting: Best practices for not coming across as a robot
- Chatbots and agents: legal obligation to disclose their purpose from the outset ("I am a virtual assistant")

- The case of demos: using synthetic data vs. real data during product demonstrations

### Mastering the sales pitch when dealing with customers

- Reassuring prospects: knowing how to respond to objections
- The "Do's and Don'ts" of communication
- Practical workshop: The Confidence Pitch
  - Writing a standard transparency clause for your prospecting emails
  - Roleplay: Convincing a concerned buyer that your use of AI is secure and ethical

## Companies concerned

This training is intended for both individuals and companies, large or small, wishing to train their teams in new advanced IT technology or to acquire specific professional knowledge or modern methods.

## Positioning at the start of training

The positioning at the start of the training course complies with Qualiopi quality criteria. Once they have finalized their registration, learners receive a self-assessment questionnaire that allows us to assess their estimated level of proficiency in different types of technologies, as well as their expectations and personal objectives for the upcoming training course, within the limits imposed by the selected format. This questionnaire also allows us to anticipate certain connection or internal security issues within the company (intra-company or virtual classroom) that could be problematic for the monitoring and smooth running of the training session.

## Teaching methods

Practical training: 60% practical, 40% theory. Training materials distributed in digital format to all participants.

## Organization

The course alternates between theoretical input from the trainer, supported by examples and reflection sessions, and group work.

## Assessment

At the end of the session, a multiple-choice questionnaire is used to verify that the skills have been correctly acquired.

## Certification

A certificate will be issued to each trainee who has completed the entire training course.