AI-Powered Sales Pipeline Workshop

Build a smarter, scalable, AI-driven sales system

Module 1: AI Foundations & Prompt Engineering

- Prompt engineering fundamentals for consistent high-quality outputs
- System prompts vs user prompts for sales workflows
- Creating an AI-readable Ideal Customer Profile (ICP)
- Building scoring rubrics aligned with top sales performance

Module 2: AI-Powered Lead Capture

- LinkedIn automation using Sales Navigator or scraping tools
- AI validation layer to filter leads against ICP
- Unified lead intake from website, referrals, and inbound sources

Module 3: AI Research & Enrichment

- AI website analysis to extract focus and challenges
- LinkedIn profile summarisation and conversation starters
- Trigger monitoring for funding, hiring, and leadership changes
- Pain point extraction aligned to your solution

Module 4: AI Lead Scoring & Prioritisation

- AI-based scoring against defined criteria
- Transparent reasoning for every score assigned
- Automated routing for Hot, Warm, and Cold leads

Module 5: AI-Written Personalised Outreach

- Personalised emails using enrichment data
- Brand voice and tone training for AI outputs
- Multi-touch email and LinkedIn outreach sequences
- AI-assisted objection handling drafts

Module 6: CRM Integration & AI Logging

- Automatic CRM activity logging
- Pipeline movement based on AI engagement signals
- AI-triggered alerts for high-intent leads

Module 7: AI Sales Prep Agent

- AI-generated meeting preparation briefs
- Context-aware reminder emails
- No-show recovery messaging

Lead Facilitator: Abi, Founder of CodeFreeIQ

Abi is the founder of CodeFreeIQ, an AI automation consulting & training firm who helps teams build pipelines that generate, qualify, and engage leads automatically, freeing salespeople to focus on closing.

A CPD-Accredited AI trainer, she's trained 500+ professionals globally in using AI and automation tools to transform their sales process. Her builds include AI lead scoring systems, personalised outreach sequences, cold email systems, lead follow-up and reactivation systems, as well as CRM automations that eliminate manual prospecting.

Recognised by the UK Government as an Exceptional Talent in technology, Abi has delivered AI sales systems for clients across fintech, property, and professional services.
Her approach: "Build first, talk second." Every workshop ends with working systems, not theory.