



Management Development Program

AI-POWERED SALES & MARKETING LEADERSHIP

The AI-Powered Sales & Marketing Leadership Program (AI-SMLP) is a cutting-edge Management Development Program designed to empower sales and marketing professionals with the tools, frameworks, and mindset needed to lead in an AI-driven business landscape.

As artificial intelligence continues to reshape customer engagement, market intelligence, and revenue generation, organizations need leaders who can seamlessly integrate AI capabilities into their growth strategies. This program bridges the gap between traditional sales and marketing excellence and the next generation of intelligent, data-driven leadership.

OBJECTIVES OF THE PROGRAM :

- Practical AI Fluency: Gain working knowledge of AI tools and platforms most relevant to sales and marketing – no coding required.
- Smarter Customer Intelligence: Use AI to develop richer customer profiles, predict behavior, and personalize engagement at scale.
- Accelerated Sales Performance: Apply AI to optimize your sales funnel, prioritize leads, and improve conversion rates measurably.
- Content at Scale: Create compelling, AI-assisted marketing content and automate campaign workflows without sacrificing quality.
- Data-Driven Decisions: Read and interpret AI-generated insights to make faster, more confident commercial decisions.
- Ethical AI Leadership: Navigate data governance, bias, and compliance – and lead responsible AI adoption in your teams.
- Personal Action Plan: Leave with a 90-day AI integration roadmap tailored to your role, team, and industry.

WHO CAN ATTEND :

- Sales Managers, Regional Sales Heads & National Sales Managers
- Marketing Managers, Brand Managers & Digital Marketing Leads
- Business Development Managers & Key Account Managers
- CRM & Customer Success Professionals
- Product Managers involved in go-to-market strategy
- Growth Hackers, Revenue Operations (RevOps) Managers
- Entrepreneurs & Business Owners seeking to leverage AI for growth
- Senior professionals transitioning into AI-integrated sales/marketing roles

Resource Persons : Dr. R Chitra, Associate Professor, PSGIM

Dr. S Narendra Rathnaraj, Assistant Professor, PSGIM

DATE: 17 APR 2027
TIME: 9 AM - 5 PM
VENUE: PSGIM

PROGRAM FEE: INR 2950 /-
(2500+ GST @ 18%) Per Participant



Location QR

For Registration and further details, contact:
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