

# Digital Sales with AI Bootcamp

**100% Free**

via Bildungsgutschein



# All contents at a glance

**In our hands-on bootcamp, you'll learn how modern sales works in the digital age:**

You'll develop data-driven buyer personas, automate processes with CRM systems, and use AI tools for prospecting, content creation, and funnel optimization.

**Whether you have prior experience or not – our experienced coaches** will guide you step by step, from funnel design to the final pitch.

100% funded with an education voucher (Bildungsgutschein).

## CRM, Automation & Personalization with AI

- Introduction to CRM systems (HubSpot, Zoho)
- Lead management, scoring & follow-up workflows
- AI-generated meeting notes & segmentation
- Automated email sequences & chatbots with ChatGPT / ManyChat
- Personalized content & sales assets (Onepager, Kits) generated with AI
- Mini project: Create CRM campaign + sales kit

## Social Selling, Content & Engagement Tools

- LinkedIn: Personal branding & reach building
- Social listening & content mapping
- Community building & interaction strategies
- Post creation & content automation with AI
- Performance measurement: Engagement KPIs & tools
- Project: LinkedIn content strategy + campaign

## Digital Sales Fundamentals & Buyer Personas

- Introduction to the German market & digital sales roles
- Differences between B2B and B2C customers
- Relevant KPIs & sales channels
- Creating buyer personas with AI support
- Prompting strategies & online surveys
- Mini project: Persona profiling in teams

## Funnel Design, Consumer Behavior & Outreach

- Visualizing funnels across the customer journey
- Funnel mapping with ClickFunnels, Canva & HubSpot
- Analyzing consumer behavior in Germany
- Target group segmentation & touchpoint optimization
- Tools for lead research (Lusha, Hunter) & GDPR-compliant prospecting
- Cold outreach & AI-supported email creation
- Practical task: Develop funnel strategy + outreach flows

## Sales Enablement & Personalization with AI

- Creating compelling sales materials (Sales kits, Onepager)
- Prompt writing for sales copy
- Case study analysis (e.g. Siemens, SAP)
- Text and layout generation with AI
- Personalized content across the funnel
- Exercise: Create a sales kit for a product

## Analytics, Retention & Storytelling

- Analyze sales data with GA4, dashboards & predictive analytics
- Target group insights & KPI interpretation
- Plan retargeting, CLV & loyalty programs
- Prompts for customer communication & retention
- Storytelling in sales: Sales decks, objection handling, pitch training
- Analyze & present case studies (e.g. Siemens, BMW, SAP)

## Capstone Project & Career Entry

- Develop a sales campaign
- Apply tools & present results
- Mentoring & career preparation

## Soft skills

Teamwork

Problem solving

Communication

Time management

Adaptability

Attention to detail

Patience

Self-motivation

**NEW!**  
**AI-optimized**

\*\*The curricula presented here represent an exemplary orientation for the course content. We expressly reserve the right to make adjustments to the content and sequence for didactic and organizational reasons as well as to adapt to the state of the art and the current requirements of the job market, without this affecting the character of the course and the overall quality of the content\*\*.



# With us to the next (job) level

## 40%

average  
percentage of women  
in our bootcamps

## 2

### Locations

on campus or remotely  
from anywhere

## 7000+

Successful graduates

## 70+

### Coaches with practical experience

Learn from the best: our coaches are  
industry experts

## 2

### -language bootcamps

We offer our bootcamps in  
German and English



Accredible

## This is us

Since 2018, neue fische has been offering a training and qualification program for IT professions that is unique in Germany. The team trains career changers and those returning to work in short boot camps to become qualified software, data and cloud talents and then brings them together with exciting employers from its network of over 70 partner companies.

## Certified. Education with quality

"The company neuefische GmbH impresses with a very promising training program with a modern methodical approach. The high level of professionalism, the excellent industry networking and the innovative practical expertise of the management should be emphasized."  
*from the audit report*



# We support you *in getting started*

- »» 6.300 successful graduates
- »» Expert coaches with practical experience
- »» 100% Financed with the education voucher



## Our Career Development in a Nutshell

At the heart of our Career Service is our Learning Management system (LMS). Here, our course participants receive career tips and support from the preparation of application documents to job search strategy and personal branding - all from a single source. We make sure you are well prepared for your job search. Our Career Service prepares our students not only theoretically but also practically for the demands of the market.

### Phase 1

#### Getting to know each other:

Identification of skills

### Phase 2

#### Sharing insider knowledge:

Understanding the job market

### Phase 3

#### Tips for starting your career:

Milestones and successful completion

### Phase 4

#### We connect:

Networking events to make contacts

- Interview Workshops
- Job Changing Strategies and Career Paths
- Salary negotiations
- Career Cupid: Networking event with companies, online and onsite (Berlin + Hamburg)
- Alumni "Ask me anything"
- Recruiters "Ask me anything"
- Professional Panels and Q+A
- Career Roadmap for international students

## What are the career opportunities?

Jobs in the IT industry are constantly evolving. Here are just a few examples of job opportunities after completing an IT bootcamp:

Digital Sales Executive

Account Executive

Channel Sales Manager



# We have the options, *you* have the choice!

How much time do you have? → What do you want to learn?  
Where do you want to study? → How do you want to pay?

95%  
successful  
completion  
rate



## What fits into your life right now?

No matter what life situation you're currently in, whether you're a university dropout, a job changer, a parent on parental leave or on the next career leap - with us you can learn when, how and where you want.

## Which bootcamp do you choose?

Students can complete their bootcamp with us full-time in 12–16 weeks (Mon–Fri, 8:30 AM – 6:30 PM). Whether you join remotely (live online) or attend in person on campus depends on the specific bootcamp and your personal preferences

## How do you want to finance your bootcamp?

We offer you various financing options for your coding bootcamp so that you can realize your dream job in the tech industry. Whether 100% free of charge with an education voucher from the Federal Employment Agency, as a self-payer or installment payer or with a scholarship for women or international students.



»Our team has trusted neuefische for quite some time now and their knack for supporting career changers. The constructive communication and high quality of training constantly show us that a candidate's CV is not the deciding factor..«



**Robert Neuhan,**  
Recruitment Lead DACH  
bei **Accenture Song**

## Über 70 Partnerunternehmen fischen in unserem Teich nach Talenten

The  
Information Lab



# DIS AG



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