Digital Sales With Al Bootcamp

100% Free

via Bildungsgutschein

») neue fische

School and Pool for Digital Talent

Digital Sales with Al Curriculum >>> neue fische

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 Al 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 Al

- Introduction to CRM systems (HubSpot, Zoho)
- Lead management, scoring& follow-up workflows
- Al-generated meeting notes & segmentation
- Automated email sequences & chatbots with ChatGPT / ManyChat
- Personalized content & sales assets (Onepager, Kits) generated with Al
- 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 Al
- 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 Al 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) & GDPRcompliant prospecting
- Cold outreach & Alsupported email creation
- Practical task: Develop funnel strategy + outreach flows

Sales Enablement & Personalization with Al

- Creating compelling sales materials (Sales kits, Onepager)
- Prompt writing for sales copy
- Case study analysis (e.g. Siemens, SAP)
- Text and layout generation with Al
- 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

Teamwork Problem solving Communication Time management Adaptability

Patience

Self-motivation

Attention to detail

Soft skills

NEW! Al-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.

Digital Sales with AI Numbers and Facts >>> neue fische

With us to the next (job) level

40%

average percentage of women in our bootcamps



7000

Successful graduates

-language bootcamps
We offer our bootcamps in
German and English



Coaches with practical experience Learn from the best: our coaches are industry experts













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.

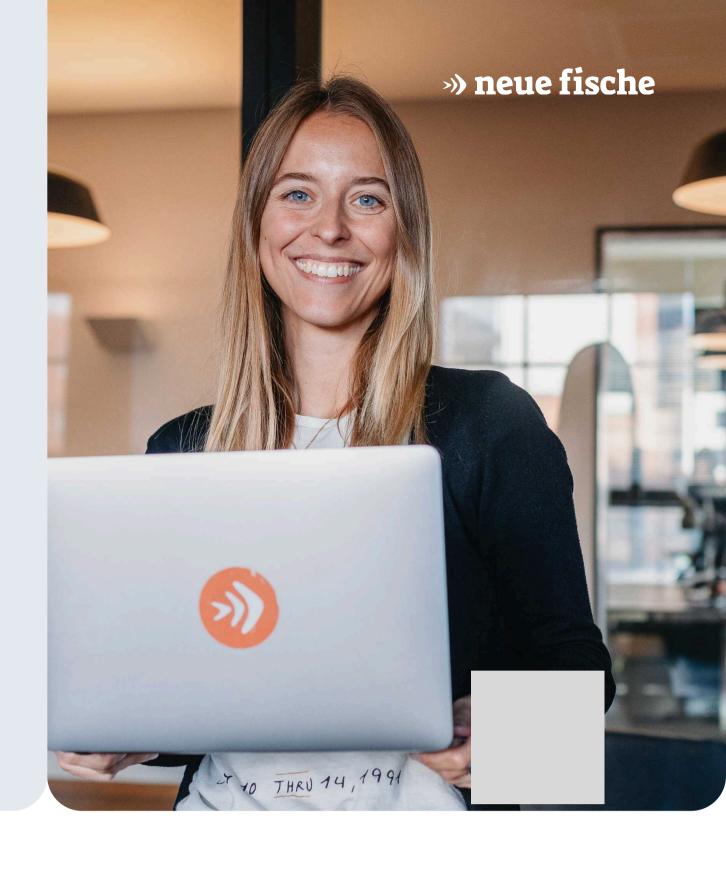
Certified. Education with quality

"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

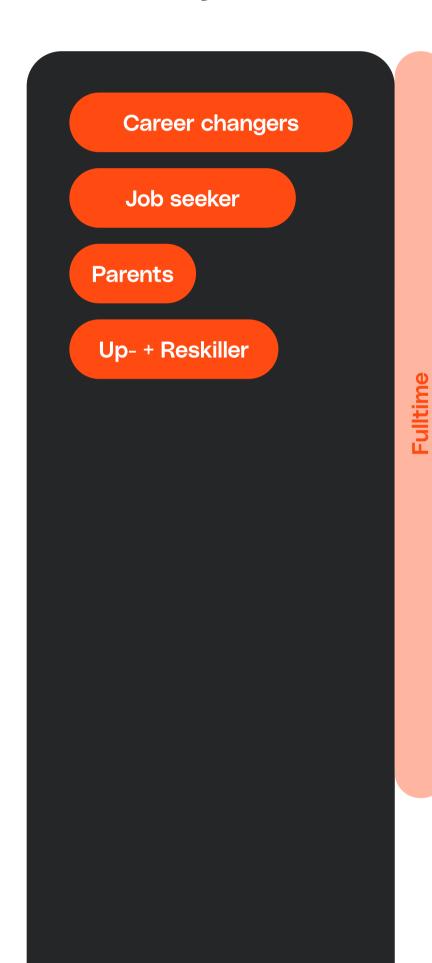
Account Executive

Channel Sales Manager

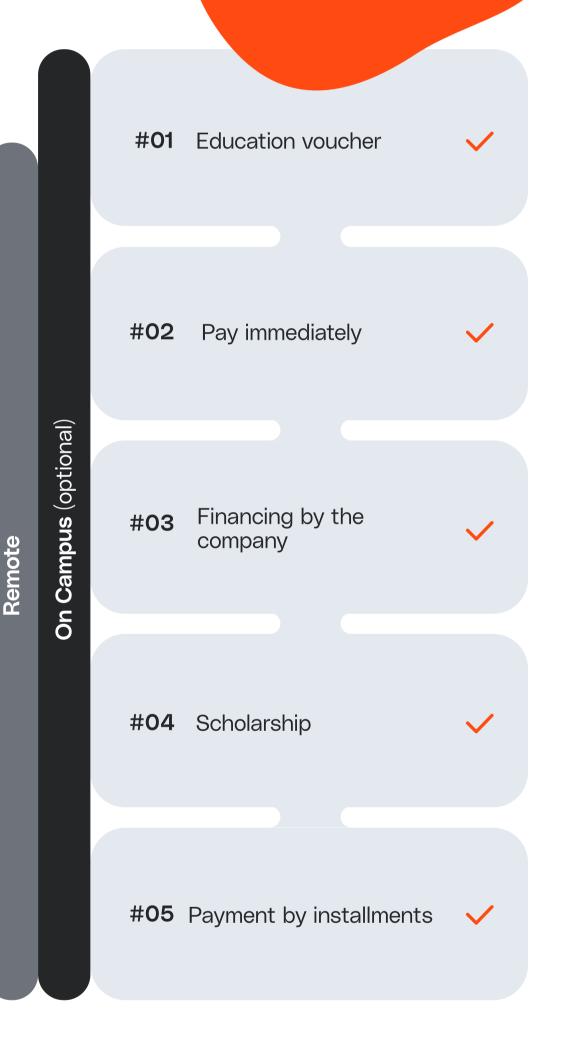
We have the options, you have the choice!

How much time do you have? \rightarrow What do you want to learn? Where do you want to study? \rightarrow 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.

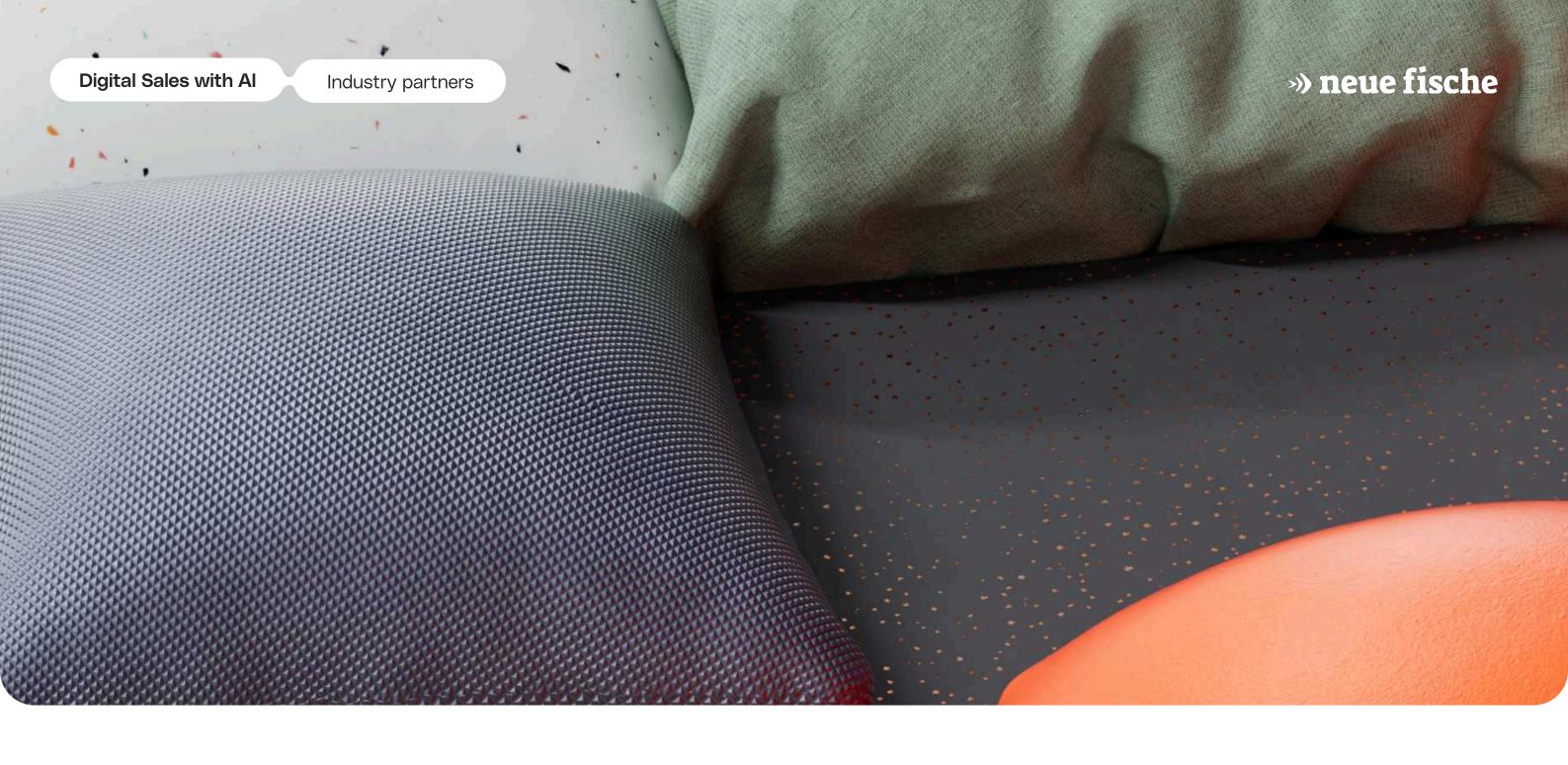
Which bootcamp do you choose?

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.

Any questions? Then please get in touch with us at: studienberatung@neuefische.de



»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 Neuhann,
Recruitment Lead DACH
bei Accenture Song

Über 70 Partnerunternehmen fischen in unserem Teich nach Talenten







Please get in touch with us at:

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