
Masterclass Certificate in Ai-powered Sales Enablement for Car Showrooms

Why the Global Market is Paying a Premium for This Skill Set

Source: McKinsey Global Institute, World Economic Forum, OECD (2026)

Trend Driver | Why It Matters | Global Source

Digital Transformation | You can capitalize on the growing demand for digital solutions in the automotive industry, enhancing your career prospects and earning potential | McKinsey Global Institute

AI Adoption | As AI becomes more prevalent in sales enablement, possessing expertise in this area can give you a competitive edge in the job market and increase your value to employers | World Economic Forum

Changing Consumer Behavior | With the rise of online car buying, you can develop skills to effectively engage with customers and provide personalized experiences, driving business growth and revenue | OECD