



Knowledge of the ART Academy

6th Floor, Newry Complex, St Jean Road, Quatre Bornes

t: 465 3333

e: info@knowledgeoftheart.com

w: knowledgeoftheart.com

Elite Sales Masterclass 2025

Title: Reimagined for the Era of
Artificial Intelligence

(Designed for Top Performers, Powered by Tomorrow)

OCEAN'S CREEK RESORT, LE GOULET

22 OCT 2025

“An AI (Artificial Intelligence) Event”

for Sales and Marketing Professionals in Mauritius



Walking into the unknown ... Where limits dissolve ...

Sales - Redefined & Reimagined

"Sales is no longer about what you say – it's about what you sense, what you solve, and how fast you adapt." Welcome to a seismic shift. In this boundary-breaking seminar, we blend the emotional intelligence of top closers with the predictive power of AI to unlock a new era of sales mastery.



Live Sales Lab, with 6 novel sales labs



Use of our exclusive AI Sales GPT Assistant



Silent Leverage Tactics & Micro-Tension Management



Concession Pathways & Sentiment Analysis



AI-curated Sales and Marketing Data Analytics

AI-Assisted Sales & Marketing

Held in a luxurious beachfront hotel setting in Mauritius, this exclusive Masterclass merges elite human negotiation techniques with the tactical power of artificial intelligence. Designed to challenge even the most seasoned professionals, it integrates cutting-edge frameworks, live situational roleplays, AI-powered simulations, and next-level strategic thinking.



Sales Risk Indicator - 360* View



Value Density Negotiation & BATNA



Cost Layer Deconstruction & Total Cost of Ownership



Market Search with AI-powered engines & AEO



Risk-Weighted Offer & Client Sensitivity Analysis

Welcoming you in a sumptuous decor @ Ocean's Creek Resorts, Le Goulet on Wed 22nd OCT 2025, from 0815 to 1610



**6 Hours of
Discovery**

**Practical and
Results-Oriented**

You will be brought to task, with high level analysis and in-depth applications of financial, operational, risk and relational aspects of Sales & Marketing..



Experience novel sales , negotiation & marketing techniques as well as revisited traditional ones, all wrapped with the impact of Artificial Intelligence.



**Fun Delivery
Performance**

**Action-Packed
Seminar, with AI
touch**

No time for excess breathing, with intense mental and emotional work-outs, all in line with our daily challenges of Sales, Merchandising, Branding & Marketing.



Join us for "a day outside the office", where we promise that you will "Play Hard & Learn Harder".



REGISTRATION: 0815

Sales Re-Imagined with AI: Welcome to Instant Impact ...

Rethinking the Sales Process 0830 - 0930

The Death of the Linear Sales Funnel, AI-assisted Buyers, Silent Tactics & AI Stakeholder Mapping, Hidden influencers, Behavior signals to identify power brokers, Sales Drift & Role Erosion: Why Old Scripts Fail, Collapse of rapport-based selling.

AI Influence Rewired – Cognitive Triggers 0930 - 1030

Leveraging neuroscience, body language and decision science, Behavioral bias detection, Data-driven personality and behaviour profiles. Cognitive Fatigue, Sentiment Analysis.

TEA BREAK: 1030 - 1050

Sip and let the negotiator within you come to life ...

AI-Augmented Sales & Marketing Strategies 1050 - 1150

Data-driven planning, Predictive Intelligence, Simulation sales negotiation readiness, Practice high stakes scenarios, Concession Pathway Architecture (CPA), Micro-tension.

Financial Moves in Sales 1150 - 1250

Advanced deal structuring, High-Level Financial Analysis of Quotes, Total Offer Analysis, Cost Layer Deconstruction, BATNA development and refinement, Supplier Margin Sensitivity Index.

LUNCH: 1250 - 1350

A buffet of flavours ... a network of ideas ...

Live Sales Lab: Influence, Insight & Identity 1350 - 1450

1) Objection Gladiator: Refine your response reflexes through live AI objection-sparring; 2) Ghost Whisperer: Decode what silence really means. Use GPT-powered emotional insights; 3) Brand Me Like a Legend: Craft your "Sales VoicePrint" using GPT tailored to resonate in today's trust-deficient world.

COFFEE BREAK: 1450 - 1510

Let where the river meets the sea inspire your next moves ...

Demo Sales Lab: Reinvention, Recovery & Retention 1510 - 1610

4) AI Confession Booth-Revisit lost deals through the AI lens: surface unspoken buyer concerns; 5) Conversion Time Machine: Reconstruct your entire sales timeline using AI to identify delay points; 6) Retention Dashboard Design (AI to track supplier margins, buyer relationship health, risk factors).



Irshad JACKARIA

BCom, BCom(Hons), DInv, MSc, MCIPS, CFA

Pioneer

Since launching Knowledge of the ART in 2003, Irshad has been an innovator & pioneer in several areas with dedicated courses in traditional as well as emerging fields connected to Sales, Procurement and AI.

- Procurement Concepts and Purchasing in 2004.
- Customer Relations & eMarketing in 2009.
- Negotiation Techniques & Procedures in 2013.
- Professional Selling Skills in 2015.
- Sales, Marketing & Customer Care in 2019.
- Procurement and AI Masterclass in 2024.
- ESG Impact Navigation in 2024.
- AI Proficiency Masterclasses in 2024 and 2025.
- AI-Driven Negotiation in 2025.

Personal Brand

First one in Mauritius to be a LinkedIn Top Voice in Artificial Intelligence, Irshad is a rethinker and is right now, working on the re-definition of the 7 known Soft Skills, for them to be AI-Curated: a plus for Sales & Negotiation.

Disruptor

In the last 23 years, Irshad has been the coach & trainer for more than 4,600 participants, coming from more than 500 Mauritian companies, from micro and medium to Top 100, in Finance, Purchasing, Supply Chain, Stores & Warehousing, Green Logistics, Sales & Marketing, Customer Care, ESG as well as Artificial Intelligence, with always a higher-than-average ratings and 5-star feedback.

Business Sherpa

Voted as the "Young Entrepreneur of the Year" in 2005, Irshad represented Mauritius in London at the Shell Livewire Entrepreneur of the World. And, he has, over the years, been a Mentor for Enterprises at the National Woman Entrepreneur Council, a Consultant to MSMEs in business reengineering and an Advisor on turnaround strategies.

Artificial Intelligence

In 2000, during his MSc in eBusiness, Irshad was exposed to the realm of Data Mining. Now in 2025, as a CFA Charterholder, he is crusading in Data Science. He is now an Artificial Intelligence Impact Assessment (AI-IA) Coach, where he services training on the impact of AI and a developer of customised GPT tools.

Sales Coach

Irshad's second venture, operating since 2016, is a Mauritianised FSC-licenced financial advising and investment planning initiative, where he manages a team of high-flying sales personnel, proposing retirement, education and savings plan, insurance cover for car, medical, home and liability, amongst others. His AI tools LIFE360 and NEXWealth are unique in this part of the world.



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Online Registration www.knowledgeoftheart.com

✉ Course Title	Elite Sales Masterclass - Reimagined for the Era of Artificial Intelligence
📢 Course Rationale	Leveraging real-time data for sales, marketing & negotiation preparation to confidently lead deals in an AI & Tariffed world.
🌐 No. of Contact Hours	6 hours
✉ Target Audience	Senior Officers, Managers, Team Leaders, Executives, Negotiators, Entrepreneurs, Directors and other professionals.
🌐 HRDC Monitoring:Contact	Prateema VENKATASAWMY (Tel: 5751 2858) Chief Seminar Facilitator-Knowledge of the ART
📢 Trainer	Irshad A. A. JACKARIA BCom, BCom(Hons), DInv, MSc, MCIPS, CFA
✉ Fees per participant	Rs. 20,000 MQA-Approved, HRDC-Refundable up to 90%
🌐 Deadlines	Friday 17th OCT 2025 - For Registration Monday 20th OCT 2025 - For Payment
📢 Payment (Cheque or IB)	Knowledge of the ART Limited MAUBank Account: 102000049030
📍 Date, Time & Venue	Wednesday 22nd Oct 2025 - 0815 to 1610 Ocean's Creek Resorts, Le Goulet, Mauritius