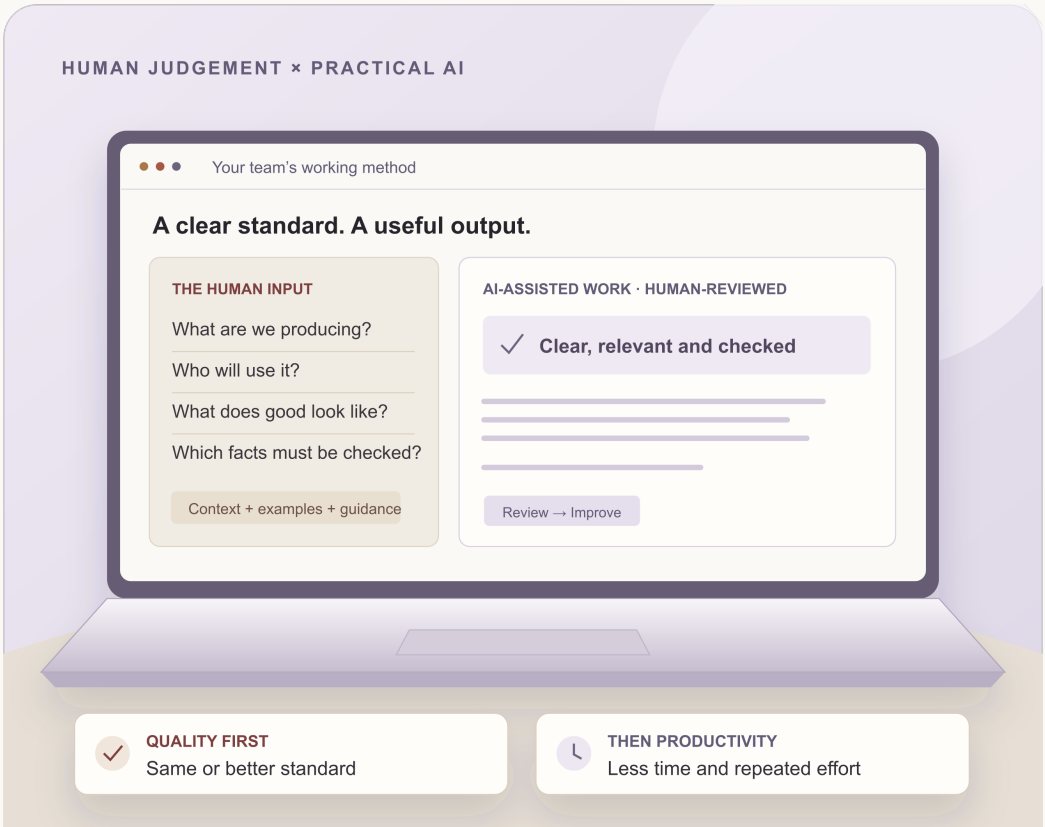
RALS | AI

Improve quality.
Then improve speed.

Help your people do specific commercial work at the same or better standard, then reduce the time and repeated effort it takes.



THREE WAYS TO START

Learn the working method

AI for Sales Teams

Research, rehearse, follow up and reflect.

Identify opportunities

AI Opportunity Scan

Rank relevant use cases within the diagnostic.

Test a workflow

Custom AI pilots

Agree a focused scope, build, test and review.

Private company workshops and scoped pilots | Work directly with Rehan Arif

OUR APPROACH

Know the work. Know how to direct AI.

AI can produce a draft quickly. Your people need a clear standard and a repeatable way to guide, check and improve that draft.

Build the human capability

Understand the task, the audience and the commercial judgement it needs. Recognise a useful customer brief, conversation or proposal.

Build the AI working method

Provide relevant context and examples. Check the output, give specific feedback and keep the instructions that work.

01 **Define good work**

Agree the output, audience, constraints and quality checks.

02 **Give useful context**

Share permitted facts, examples and a clear task brief.

03 **Review and refine**

Check facts and assumptions. Explain what needs changing.

04 **Keep what works**

Save the brief, examples and checks for the next attempt.

Measure two things

QUALITY

Accuracy, relevance and usefulness.

PRODUCTIVITY

Time spent, rework and repeated effort.

Help the change become everyday practice.

We can separately scope support for managers and champions, experience exchanges and review routines. Agree owners and measures, then improve the working method using real examples.

ONE PRACTICAL DAY | UP TO 10 PEOPLE

AI for Sales Teams

Research a known customer, rehearse a consultative conversation, then follow up and reflect. CORE and 5C provide the selling standards.

01

Human + AI

"The draft looks polished, but it misses the point."

Define a useful outcome and the checks it needs. Practise briefing AI, questioning the answer and refining the output.

Take away: a briefing and review method.

02

Research

"We have information, but no clear meeting objective."

Use CORE to organise customer context, obstacles, risk and expected outcomes. Check the research and prepare discovery questions.

Take away: a customer brief and question plan.

03

Rehearse

"The first rehearsal happens in front of the customer."

Learn the 5C primer: Care, Connect, Curious, Clarify and Commit. Practise with AI as the customer and review the feedback.

Take away: an AI rehearsal and reflection scorecard.

04

Follow up

"Updates take time, and useful learning gets lost."

Turn permitted notes into follow-up, internal updates and CRM drafts. Choose next steps and reflect on the preparation and conversation.

Take away: a follow-up pack and improvement plan.

No coding background is needed. Lead generation and automatic CRM integration are outside this workshop. AI feedback is a reflection aid; people check it and decide what to apply.

PRIVATE COMPANY TRAINING

Choose the format. Keep the learning practical.

Prices below are per private group of up to 10 people. Agree company-approved AI tools and permitted customer examples in the planning call.

Programme	Days	In person	Live online
AI for Sales Teams	1	**AED 12,000**	**AED 9,000**
Consultative Selling Foundations + AI for Sales Teams	3	**AED 29,000**	**AED 22,000**

The combined programme includes two days of Consultative Selling Foundations and one day of AI for Sales Teams. Foundations adds deeper human role-play and trainer feedback.

Compare the full Consultative Selling programme and package scopes

Included in the AI workshop

Workbook, prompt library, practice scorecards and a 30-day action plan.

Quoted separately

AI subscriptions, venue, catering and travel. Diagnosis, integrations and facilitated follow-up are separate scopes.

How booking works

Written proposal within two working days. Payment: 50% on confirmation and the balance within seven days of delivery.

One date change with at least 10 working days' notice. Cancellation 10+ working days ahead returns the deposit less agreed non-recoverable costs; later cancellation retains the deposit.

Prepare your next customer meeting with AI

All prices are in AED. RALS Consulting is not currently VAT-registered, so no VAT is added.

DIAGNOSIS AND SCOPED IMPLEMENTATION

Choose where AI fits. Then test one workflow.

Start with an assessment across your commercial workflow, or discuss a focused pilot around a repeated task you already want to improve.

AI Opportunity Scan

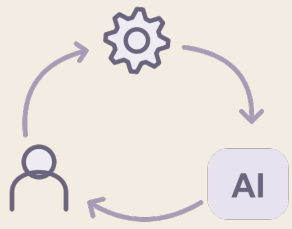
An add-on to the Sales & Marketing Diagnostic, using the interviews, deal reviews and customer conversations already collected.

- 5-10 use cases ranked by impact, effort and risk.
- A readiness check: data, tools, company policy and team skills.
- A 90-day plan for the first two or three use cases, with owners and measures.

Allow up to three additional working days. Assessment and planning; implementation is separate.

With Commercial Clarity or Growth	With Field-to-Boardroom
+AED 6,000	**Included**

Custom AI workflow pilots



Start with one repeated sales or marketing task and the output your team needs. Agree the tools, information boundaries, build, human checks and measures before work starts.

Test the output against the current method. Use the evidence to decide what to improve, extend or stop.

Scope and fee agreed individually | Discuss a pilot

We agree what information may be shared before work starts. We use company-approved tools and anonymise confidential customer details; they never go into unapproved tools.

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WORK DIRECTLY WITH THE FOUNDER

Start with one task.

Rehan combines an engineering background, commercial leadership and hands-on AI use while building his own business.



12 years at Hilti

Customer-facing sales, sales leadership, regional trade marketing and global learning. Last role: Marketing Director for Saudi Arabia.

B.S. Electrical Engineering, American University of Sharjah. Executive education at IMD.

Current experiments include cloud AI, local models, OpenClaw agents and a hybrid growth workflow inside RALS.

Improve one workflow with AI.

Bring one repetitive task, its current process and the output you need. In a free 45-minute online conversation, explore one practical change with Rehan. No obligation.

1. One AI-assisted change to test
2. The human checks it needs
3. A simple way to compare quality and time spent

Book your free workflow conversation

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RALS Consulting is the trading identity of Rehan Arif Learning Solutions FZE.
Sharjah Research, Technology and Innovation Park, UAE.

Scan to book