

COMPANY PROFILE

Business challenges first. Training and AI built around them.

Sales & marketing consulting, team training and AI implementation. We start by understanding your goals and challenges, then shape the right support through RALS Consulting, RALS Academy and RALS AI.



Rehan Arif · Founder & Principal Consultant

RALS | CONSULTING

Sales & marketing diagnosis, B2B strategy and growth roadmaps.

RALS | ACADEMY

Customised training in consultative selling, team collaboration, presentations and leadership.

RALS | AI

AI training and implementation for sales and marketing teams. Scope starts with your goals and readiness.

12 years at Hilti

Corporate roles & leadership

Former Marketing Director

Executive management perspective

Based in Sharjah

Serving teams in person & online

RALS ACADEMY

Improve sales conversations, collaboration and presentations.

Explore in-person and live-online options, with different levels of customisation, coaching and reinforcement.



Actual photograph

For your whole customer-facing team—from lead generation to sales and customer success.

Consultative Selling Skills

Is your team relying on discounts and relationships—without making your solution's value clear?

Through practical exercises and role plays, your team learns to understand customer needs, connect the right solution to those needs and communicate its value. Shared frameworks help colleagues carry that understanding from the first enquiry through ongoing customer support.

Private corporate training · Up to 10 · In person or live online. Complete journey adds manager coaching and 90-day reinforcement.



Actual photograph

For leadership and cross-functional teams.

One Team: Team Development & Collaboration

Is each department doing its part—while customers still face delays, gaps or conflicting messages?

Through practical team activities, business simulations and reflection on your own situations, participants build stronger working relationships and agree how to coordinate across functions towards one shared customer outcome.

Private corporate workshop · Up to 10 · Recommended in person. Refresh pack included; optional facilitated reinforcement. Online adaptation discussed separately.



Actual photograph

For leaders, high-potential professionals and customer-facing presenters.

Mastery in Presentation Skills

Know your subject—but struggle to make the story flow and feel comfortable presenting it?

Build a real presentation and rehearse your story and delivery. Live training and cohorts add direct feedback from Rehan—a former Marketing Director —and practice answering senior-audience questions.

Corporate training · Up to 8 · In person or live online. Individual self-paced course and two-week supported cohort in development.

YOUR LEARNING & DEVELOPMENT PARTNER

Training built around your daily challenges - not an off-the-shelf course.

01 BEFORE TRAINING



Client discussion · Actual photograph

Understand what needs to change.

We start by clarifying your challenges and priorities. Depending on the scope, stakeholder conversations and field observation help identify the behaviours and situations to work on.

FOCUS

Your pain points & priorities

02 DURING TRAINING



Live classroom discussion · Actual photograph

Practise with work your team recognises.

Your examples shape the exercises. Participants work through activities, role plays or their own presentations—with peer discussion and direct feedback from Rehan.

FOCUS

Relevant practice & useful feedback

03 AFTER TRAINING



Reinforcement discussion · Actual photograph

Bring the learning into everyday work.

Practical guides and reflection help your team keep applying the learning. Depending on the package, support can include manager-led reviews, facilitated reinforcement or field coaching.

FOCUS

Application & continued improvement

The right support for your programme. Diagnostic depth, tailored materials and facilitated follow-up vary by programme and package. Individual learning follows the journey shown on its course page.

The right depth of support

Diagnostic interviews, field observation, custom materials, manager coaching and facilitated follow-up depend on the programme and package. We agree scope before delivery, so your team understands what is included.

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WHAT OUR CUSTOMERS SAY

Practical workshops. Participant feedback.



DMI sales-training participants · Actual photograph

DMI · CONSULTATIVE SELLING SKILLS

Sales practice grounded in real customer conversations.

Team discussions shaped marine- and shipyard-related examples and role plays. Follow-up sessions reviewed the 5C framework through participants' customer conversations.

4.53/5

Session usefulness & engagement

Participant feedback after the classroom session

In participants' own words

"Very informative, useful training"

DMI sales-training participant

"You will enjoy & learn something new."

DMI sales-training participants · Shared response



Reynaers team-workshop participants · Actual photograph

REYNAERS · ONE TEAM: TEAM DEVELOPMENT & COLLABORATION

A shared experience for the leadership team.

The customised executive-team workshop combined hands-on activities with discussion of working relationships, coordination across departments and shared business priorities.

5/5

Overall workshop value

Participant feedback after the team workshop

In participants' own words

"An engaging experience that fostered team cohesion and strengthened collaboration."

Reynaers workshop participant

"An engaging and valuable workshop that strengthened teamwork, encouraged open discussion, and helped us align on our future priorities."

Reynaers workshop participant

Feedback reflects the specific sessions shown. Programme pages explain the current offers and feedback context; the two ratings measure different questions.

COLLEAGUES RECOMMEND REHAN

Making complex ideas clear - and turning strategy into action.

Former managers, colleagues and team members describe his business-first approach, communication and facilitation.



Rachel E. Walter, CPTD

Chief Innovation Officer · ansrsource
Former direct manager

Starts with the business challenge.

“He didn’t start with content or solutions; he started with the problem. He asked the right questions, pushed for clarity, and ensured that what we designed was directly tied to measurable and meaningful results.”



Omar H. Mansour

Cluster Commercial Director GCC · Knauf
Former Hilti colleague

Makes strategy practical.

“he has a real talent for turning strategy into something clear, practical, and relevant to the people who need to execute it.”



Paul Humpel

Regional Head of Learning & Development · Hilti Middle East FZE
Former direct manager

Helps people contribute and learn.

“He has a talent for simplifying complex ideas, communicating with clarity, and building an environment where people feel comfortable contributing and learning.”



Terry Copley

Head of Learning Solutions and Experience · Hilti Group
Senior colleague at Hilti

Connects the big picture to daily action.

“His ability to move from big picture to daily action is a true strength.”



Mohamad Asrawi

Head of Engineering META Region
Former direct report

Leads through clear communication.

“As a leader, he truly stands out for his exceptional communication skills.”



Sajid Tungekar

Service sales engineering
Former direct manager

Brings an analytical perspective.

“He is analytical and foresighted in his day to day work schedule.”

Read the original recommendations

These are personal LinkedIn recommendations about Rehan’s corporate career, not RALS course reviews or endorsements by the organisations named. [linkedin.com/in/iamrehanarif/details/recommendations/](https://www.linkedin.com/in/iamrehanarif/details/recommendations/)

FOUNDER · PRINCIPAL CONSULTANT

Learn from a leader who has done the work.

Former Marketing Director & Executive Management Team member.

Rehan spent 12 years at Hilti, progressing from customer-facing roles to marketing leadership in Saudi Arabia. Along the way, he led sales teams and designed learning journeys at Hilti headquarters in Liechtenstein.

In live programmes, you work directly with Rehan—on customer conversations, team collaboration or the presentation you need to deliver. His feedback combines a senior business perspective with experience helping people learn and apply new skills.



Rehan with a workshop participant · Actual photograph

Direct support—not just a presentation from the front.

Space to ask questions, work through examples and receive feedback in live learning.

01 Customer-facing work

Understand the reality of the customer conversation.

ROLES REHAN HAS HELD

Service Sales Engineer · Customer Service Representative · Upper Account Manager

Experience with technical solutions, phone conversations and field selling keeps the practice connected to the situations customer-facing teams encounter.

02 Team leadership

Connect individual skills with how the team works.

ROLES REHAN HAS HELD

Customer Service Team Leader · Area Sales Manager

Direct team leadership and field coaching inform the discussions on ownership, collaboration, manager support and applying learning after training.

03 Headquarters L&D

Build a journey—not just deliver a workshop.

ROLES REHAN HAS HELD

Learning Business Partner · Hilti headquarters, Liechtenstein

Designed the first 90-day onboarding journey for new sales managers and learning for a new sales approach—experience behind the practice and reinforcement in RALS programmes.

04 Executive management

Bring senior-level thinking into the room.

ROLES REHAN HAS HELD

Regional Trade Manager · Marketing Director & Executive Management Team member

Commercial leadership and presentations to senior decision-makers shape feedback on business value, cross-functional decisions and the questions an executive audience may ask.



Corporate experience across the UAE, Hilti headquarters in Liechtenstein, the Middle East, Türkiye & Africa, and Saudi Arabia.

EXPERIENCE COMPLEMENTED BY INTERNATIONAL LEARNING

Commercial thinking. Learning design. Applied technology.

International education & professional development

Electrical Engineering, AUS

American University of Sharjah · Honours

Executive business education

Building on Talent · IMD, Lausanne

Facilitation

Association for Talent Development

Executive coach training

ILM · Zurich

Leadership development

Center for Leadership Studies

Social learning & learning measurement

Sea Salt Learning · ROI Institute

Rehan's professional development identifies his background, not programme accreditation or endorsement by these organisations.

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Sales & marketing diagnosis, B2B strategy and growth roadmaps.

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Customised training in consultative selling, team collaboration, presentations and leadership.

RALS | AI

AI training and implementation for sales and marketing teams. Scope starts with your goals and readiness.

Sales & marketing consulting

Diagnose gaps, clarify customer segments and buying journeys, shape commercial priorities, sales approaches, playbooks and growth roadmaps. Engagement depth and outputs are agreed after consultation.

AI readiness and implementation

Start with your goals, processes and readiness. Scope can range from AI prompting and practical team training to sales automation or agentic AI workflows. We agree permitted data, tools, integrations and the implementation boundaries rather than prescribe technology before understanding the need.

Additional training, executive coaching & event support

Other learning topics, course licences, train-the-trainer support, delivery partnerships, one-to-one executive presentation coaching and hosting or facilitation for an important event can be scoped separately.

CHOOSE THE LEVEL OF SUPPORT

Start with the right programme - and the right scope.

Consultative Selling Skills

Up to 10 · Two workshop days · In person or live online

Diagnose & customise → **Learn & practise** → **Apply & reinforce**

Complete journey · 90-day support	AED 40,000 / 35,000
Customised training	AED 30,000 / 25,000
Foundations	AED 20,000 / 15,000

Prices: in person / live online · Per private group

One Team: Team Development & Collaboration

Up to 10 · One-day in-person workshop

Leadership diagnostic → **Workshop & refresh pack** → **Experience exchanges**

Workshop + 90-day facilitated support	AED 40,000
Workshop + refresh pack	AED 30,000

Per private group · Online adaptation discussed separately

Mastery in Presentation Skills

Up to 8 · Two facilitated days across 7-9 calendar days

Record your starting point → **Learn & rehearse** → **Present, record & review**

Private in person / live online	AED 30,000 / 25,000
Individual self-paced / supported cohort	Planned AED 995 / 4,995

Corporate fees per group · Individual fees per person, in development

All prices exclude VAT. Detailed programme brochures explain inclusions and exclusions. Venue, catering, additional cohorts and separately scoped services are confirmed in the quotation. Individual offers are not open for purchase.

START WITH A CONVERSATION

Let's work out what you actually need.

A free, 45-minute online consultation with Rehan. Discuss your challenges, priorities and the right scope. No obligation to buy.

Rehan Arif

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Sharjah Research, Technology and Innovation Park
Sharjah, UAE · Meetings by arrangement