

RALS ACADEMY · PRIVATE CORPORATE TRAINING

Consultative Selling Skills

Sell the value of the right solution.

Is your team relying on discounts and relationships without making your solution's value clear? Build a shared consultative approach, practise it through real customer situations, and carry it into daily work with the **Complete Learning Journey's 90-day reinforcement**.



Actual photograph · Rehan with a client audience

Maximum 10

Per private group

Two-day workshop

In person or live online

90-day reinforcement

With the complete journey

Led by Rehan Arif

Former Hilti Marketing Director and Executive Management Team member. Twelve years across customer-facing work, sales leadership, global Learning & Development and marketing.

4.53¹⁵

Session usefulness & engagement
Based on 15 participant evaluation forms

“Very informative, useful training”

“You will enjoy & learn something new.”

DMI Consultative Selling Skills participants · Second quote: shared response.

Who it is for

Your full customer-facing team: SDRs, customer service, account executives and managers, sales engineers and customer success. Relevant to differentiated products and services - not only engineering companies.

WHAT YOUR TEAM WILL PRACTISE

Understand the customer before you recommend.

01 · THE SALES GAP

Salespeople feel hesitant to take the customer's time—or don't know how to start the conversation

Especially when they perceive the customer as busy, new salespeople can feel nervous about approaching them. They may worry about interrupting, or feel unsure what to say when they first meet.

RALS ACADEMY

5C

Guide the conversation

Care

Connect

Curious

Clarify

Commit

HOW WE ADDRESS IT

Care & Connect

Build the mindset that you are there to help the customer improve their situation and solve relevant problems—not simply ask them to buy.

Practise introducing yourself, giving a relevant reason for the conversation and checking whether it is a suitable time to talk.

02 · THE SALES GAP

Salespeople don't research the customer before visiting

They enter the meeting without enough understanding of the customer's business, projects or priorities. This makes it harder to prepare relevant questions and connect the conversation to the customer's situation.

RALS ACADEMY

CORE

Understand the customer

C Context

O Obstacle

R Risk

E Expected outcome

AI-assisted preparation

HOW WE ADDRESS IT

AI-assisted research · Context

Practise prompts in ChatGPT or Gemini to research the customer's business, projects and priorities, and prepare relevant questions before the visit.

Check the information and use it as an informed starting point. Confirm the context with the customer rather than assuming their needs.

03 · THE SALES GAP

Salespeople don't fully understand the customer's real needs, challenges and context

They may understand the inquiry without understanding the problem behind it. Without that clarity, they struggle to connect the solution to the customer's actual needs—and its value is not fully communicated.

Premium solutions are not necessarily harder to sell; they can offer more dimensions of value. But those dimensions need to be connected to the customer's actual problems and desired outcomes.

RALS ACADEMY

CORE

Build the customer picture

C Context

O Obstacle

R Risk

E Expected outcome

HOW WE ADDRESS IT

Curious & Clarify · CORE

Ask questions, listen and confirm your understanding with the customer. Practise completing the CORE sheet:

Context

The customer's current situation.

Obstacle

The problem getting in their way.

Risk

Short-term consequences if it remains unresolved.

Expected outcome

The positive result they want in the mid to long term.

Connect your solution's differentiation to this customer picture—not just a list of product features.

One shared language

5C guides the conversation: Care, Connect, Curious, Clarify, Commit. CORE builds the customer picture: Context, Obstacle, Risk, Expected outcome. Use research as a starting point; confirm facts and needs with the customer.

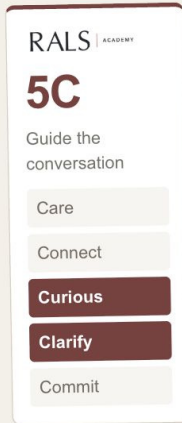
WHAT YOUR TEAM WILL PRACTISE

Turn discovery into relevant value and clear next steps.

04 · THE SALES GAP

Salespeople don't ask enough—or the right types of—questions

Important information about the customer's situation remains undiscovered. The salesperson recommends a solution before understanding enough to position it effectively.



HOW WE ADDRESS IT

Curious & Clarify

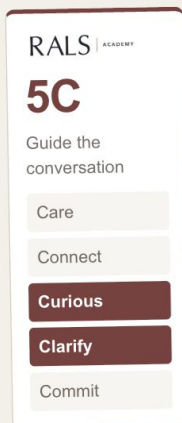
Practise open-ended questions to explore the customer's situation and closed-ended questions to confirm specifics.

Summarise the needs back to the customer and invite corrections before recommending a solution.

05 · THE SALES GAP

Salespeople react to requests for discounts before understanding the reason

A customer asks for a discount, and the conversation moves straight to reducing the price—without clarifying what they are comparing, what concerns remain or whether they understand the solution's differentiation.



HOW WE ADDRESS IT

Curious & Clarify

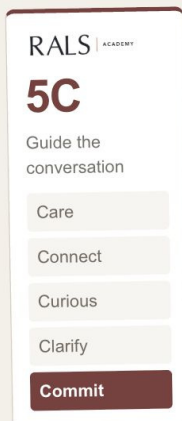
Practise questions that explore the customer's comparison, remaining concerns and understanding of the relevant value.

Use that understanding to respond constructively, rather than making a discount the automatic next step.

06 · THE SALES GAP

Salespeople don't confidently confirm the next steps

Even when the customer shows interest, salespeople may feel uncomfortable asking for a commitment or leave without confirming what should happen next.



HOW WE ADDRESS IT

Commit

Practise thinking ahead about customer decision-making and planning how to move the opportunity forward.

Ask for an appropriate commitment and agree what happens next, who is responsible and when.

One shared language

5C guides the conversation: Care, Connect, Curious, Clarify, Commit. CORE builds the customer picture: Context, Obstacle, Risk, Expected outcome. Use research as a starting point; confirm facts and needs with the customer.

BEFORE · DURING · AFTER THE CLASSROOM

A workshop is the beginning. Application is the goal.

The Complete Learning Journey combines diagnosis, tailored practice, manager coaching and four facilitated checkpoints over 90 days.

01 · Diagnose & customise

Your team's reality shapes the learning.



Actual client consultation photo

Senior leadership and team interviews identify current strengths, areas for improvement and real customer situations.



Your customised workbook

Examples from your customers and industry.



Tailored activities & role plays

Cards built around your customer situations.

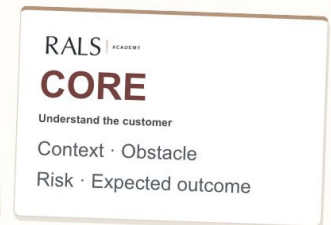
02 · Two-day practical workshop

Practise before the next customer meeting.



Actual classroom session photo

Learn one shared consultative approach. Rehearse it through role plays with relevant customer situations.



03 · Reinforcement over 90 days

Equip managers. Support team application.

RALS | ACADEMY

A manager's guide to constructive feedback

Evidence-to-Action Feedback

- 1 **Situation**
What was happening?
- 2 **Actions**
What did the team member do?
- 3 **Outcome**
What happened afterwards?
- 4 **Reflection**
What helped or got in the way?
- 5 **Next step**
What to repeat, improve or practise?

First · Two-hour manager workshop

Give constructive feedback that helps people improve.

Equip managers to give specific, evidence-based feedback and coach more confidently. Give team members clear actions to build on strengths and keep improving.



Actual reinforcement discussion photo

Then · Apply together

Make new behaviours visible—and worth practising.

Four checkpoints create accountability to try the skills. Rehan facilitates constructive peer coaching: learn from successful and unsuccessful attempts, then agree what to try next—without blame.

Weeks 2 · 6 · 10 · 12

Resources your team keeps

The workbook, 5C and CORE quick guides, AI-assisted preparation guidance, activity materials and personal application plan support practice after the workshop. In-person delivery includes printed materials; live online uses a digital print-ready pack.

THE SAME THREE-STAGE JOURNEY

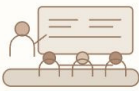
Choose your level of support.

Private corporate training · Up to 10 people · Fees per group, excluding VAT.

Customised training + full reinforcement support

Complete Learning Journey

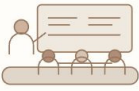
Choose this if you want company-specific learning, manager coaching and facilitated support after the classroom.

✓ Included 01 · Diagnose & customise  Leadership & team interviews. Your customised workbook, activities and role plays.	✓ Included 02 · Learn & practise  2 days Workshop & role plays Two practical days using examples and role plays from your customers and industry.	✓ Included 03 · Apply & reinforce  Manager coaching workshop 2 hours · Practise evidence-based feedback +  Team reinforcement Weeks 2 · 6 · 10 · 12 Separate two-hour manager workshop. Practise constructive feedback and coaching, plus four Rehan-facilitated team checkpoints.	In person  AED 40,000 + VAT Live online  AED 35,000 + VAT
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Customised training · Your team reinforces internally

Customised Training

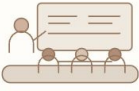
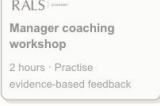
Choose this if you want learning built around your business, and will coach and reinforce it yourselves.

✓ Included 01 · Diagnose & customise  Leadership & team interviews. Your customised workbook, activities and role plays.	✓ Included 02 · Learn & practise  2 days Workshop & role plays Two practical days using examples and role plays from your customers and industry.	Not included 03 · Apply & reinforce  Manager coaching workshop 2 hours · Practise evidence-based feedback +  Team reinforcement Weeks 2 · 6 · 10 · 12 No manager coaching workshop or facilitated checkpoints. You reinforce the learning internally.	In person  AED 30,000 + VAT Live online  AED 25,000 + VAT
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Foundations · Your team contextualises & reinforces internally

Consultative Selling Foundations

Choose this if you want the core approach with established examples, and will adapt and reinforce it yourselves.

Not included 01 · Diagnose & customise  No diagnostic interviews or bespoke workbook and role plays. You connect the examples to your business.	✓ Included 02 · Learn & practise  2 days Workshop & role plays Two practical days, with a standard workbook, everyday and mixed-industry examples and role plays.	Not included 03 · Apply & reinforce  Manager coaching workshop 2 hours · Practise evidence-based feedback +  Team reinforcement Weeks 2 · 6 · 10 · 12 No manager coaching workshop or facilitated checkpoints. You reinforce the learning internally.	In person  AED 20,000 + VAT Live online  AED 15,000 + VAT
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Every package: two practical workshop days, 5C and CORE frameworks, AI-assisted customer research, resources and an application plan. Only the complete journey includes manager coaching and facilitated reinforcement.

Scope: venue and catering are separately quoted. No additional travel charge within the UAE; international travel and accommodation are agreed separately. Larger teams, extra cohorts and focused scopes are quoted after consultation.

MEET REHAN ARIF

Learn to sell on value with someone who has done it in the field.



Direct support in the workshop room

Technical understanding. Commercial experience. Learning design.

An electrical engineering graduate with service-sales experience at Green Leaf and 12 years at Hilti, including two years in global Learning & Development.

Rehan designed the first 90-day onboarding journey for new Hilti sales managers, co-facilitated sales training in Germany and facilitated learning for field engineers, managers and senior colleagues at global headquarters.

As project lead for a new sales approach piloted in Belgium and Luxembourg, he built the learning journey around a multi-stakeholder sales approach and the move to Salesforce CRM.

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.



“Whether developing a sales approach, building a playbook, or presenting to a team, he has a real talent for turning strategy into something clear, practical, and relevant to the people who need to execute it.”

Omar H. Mansour Cluster Commercial Director GCC, Knauf
Former Hilti colleague · LinkedIn recommendation ↗

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.

FROM FAMILIAR EXPERIENCES TO BUSINESS PRACTICE

Make discovery meaningful - not mechanical.

Maya did not want pizza. She wanted an evening out.

During diagnosis, Rehan asks participants to recall a time someone convinced them. In one example, a friend suggested a walk, fresh air and pizza; the invitation worked because it met the participant's wish to break her work-home routine. The point is not to push unwanted solutions: understand the underlying need, then make a relevant suggestion. Maya and Sara are privacy-protecting aliases; this is Rehan's retelling, not a verbatim quote.

A familiar experience. A structure for business.

Friends learn each other's needs over time. In business, you may have a short conversation to understand what sits behind an inquiry. Open questions explore the need and context; closed questions confirm specifics. Everyday examples help even new salespeople recognise the principle before practising 5C and CORE in customer role plays.

Is this relevant if we don't sell engineered solutions?

Yes. Rehan's experience is in technical, value-engineered solutions, but the approach is relevant wherever you sell a differentiated product or service and need to understand the customer's needs to demonstrate its value. It is not limited to engineering companies. If customers choose purely on price between equivalent commodities, we can discuss whether this course is the right fit.

Can RALS arrange the venue, meals and refreshments?

Yes. You can host the training at your premises, or ask us to arrange a suitable external venue such as Sharjah Research, Technology and Innovation Park [↗](#). An environment away from the usual workplace can give the team space to focus. Venue hire, meals, beverages and refreshments can be coordinated and included separately in your quotation, subject to availability.

How engaging will the live online training be?

This is live, facilitated training—not a recording. Rehan delivered interactive, multi-day training during COVID as Regional Trade Marketing Manager for the Middle East, Türkiye and Africa, and later ran online training across Saudi Arabia as Marketing Director.

Live discussion, polls, customer exercises and role plays keep participants involved. Sessions can be delivered through Microsoft Teams, with timing and breaks agreed for the selected scope. In person gives a different room dynamic; live online offers interactive practice without bringing everyone to one location.

What happens in the separate manager workshop on effective coaching and feedback?

The reinforcement support begins with a separate two-hour workshop for managers—not just a team check-in. Managers learn and practise specific, constructive feedback and coaching, using the Evidence-to-Action guide. Instead of "improve your questioning", they identify what happened, what the team member did and what to practise next. For example, if a salesperson immediately seeks a discount from management, coach them to explore the customer's comparison and concerns first, reflect on the missed discovery, then practise a better response. This is an illustrative example, not a client result.

FIND THE RIGHT SCOPE

Bring your team's challenge. We'll discuss the support.

Can RALS help with sales playbooks or field observation?

Yes. A separately scoped engagement can build a company-specific sales approach: customer stages, role ownership, handovers, discovery questions and the value evidence your team needs. We can review it with leadership, pilot it, refine it and train the team.

Field shadowing before or after training can also be arranged, with appropriate permissions, to observe selected customer interactions and give practical coaching. People, visits, playbook development and implementation support are agreed and quoted separately.

Can another consulting firm partner with Rehan to deliver this course?

Yes. Rehan can deliver Consultative Selling Skills for your clients through a consulting or training partnership. We can discuss your customer's needs, the delivery scope, branding and commercial arrangements. Delivery partnerships and course licensing are agreed separately—tell us which model you have in mind.

Can we license the course and train our own trainers?

Yes. RALS can arrange a course licence and a train-the-trainer programme so your internal trainers can deliver it to new joiners and other agreed groups. Rehan has experience designing train-the-trainer content, facilitator guides and delivery resources, as well as developing trainers' facilitation skills.

We can agree a licence period, permitted audiences, reuse and reprinting rights, and support for your master trainers. The materials, trainer preparation and ongoing support are scoped and quoted separately.

Can we train a larger team or adjust the scope?

Yes. Published fees cover one private group of up to 10 participants. Larger teams, multiple cohorts or a focused scope can be discussed and quoted separately. Tell us the roles involved and the customer conversations you want to improve.

Which package should we choose?

Choose the Complete Learning Journey for customisation and reinforcement, Customised Training for customisation alone, or Consultative Selling Foundations for established examples and internal follow-up. Reinforcement without customisation, field coaching, sales playbooks, course licensing, train-the-trainer resources and delivery partnerships can be scoped separately.

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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ralsconsulting.com

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