RALS | CONSULTING

Need more leads and better conversion?

Where could AI help?

Examine the full commercial workflow with Rehan Arif. Identify capability and process gaps, see where AI could help, and agree the three priorities to act on next.



Rehan with a customer team, discussing their growth roadmap after the diagnostic.

See the whole journey

Offer, leads, sales, experience and growth.

Choose three priorities

A practical 30-, 60- and 90-day roadmap.

Apply an AI lens

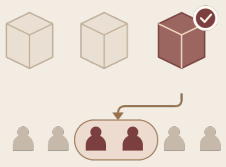
Quality, time and human judgement.

For medium to large UAE B2B companies selling technical or value-engineered solutions.

WHAT WE DIAGNOSE

Your full sales & marketing journey, with an AI lens.

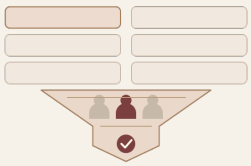
From the offer to referrals, examine where capability, process or technology could help. People, ownership, skills and resources are considered throughout.



01 | Offer & customer fit

Why should customers choose your offer? Who are the ideal buyers, and does your sales message make the difference clear?

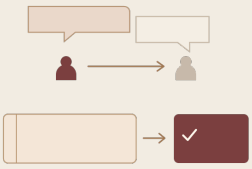
AI lens: Research positioning and sharpen the value message.



02 | Lead generation

Where do leads come from? Which channels reach your ideal buyers, and who owns the follow-up?

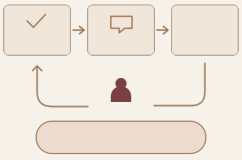
AI lens: Research and preparation, with people checking the evidence.



03 | Sales conversion

Where do opportunities stall? How does the team discover needs, explain value, handle objections and agree next steps?

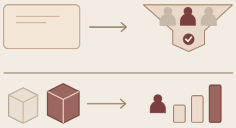
AI lens: Customer briefs, rehearsal and checked follow-up.



04 | Customer experience

Does delivery match the promise? Do customers experience one team, or the handover gaps between departments?

AI lens: Clearer handovers and recurring feedback themes.



05 | Customer-led growth

Do satisfied customers lead to repeat business, relevant account growth, referrals and credible customer stories?

AI lens: Approved customer stories, account growth and referrals.

YOUR MAIN OUTCOME

See the whole business. Know your next three moves.

A wider improvement map across the five areas, with a detailed 90-day execution plan for three priorities selected with your leadership team. Impact estimates show the evidence and assumptions.

AN ANONYMISED RECOMMENDATION EXAMPLE

Targeted outreach

Agree the customer profile and test relevant messages. Track responses, qualified conversations and next steps.

Useful content

Address the same customer problems through useful content. Use the market response to improve both content and outreach.

Stronger selling

Practise discovery, relevant value and clear commitments. Review how the team applies the approach with customers.

Three priorities start together. The checkpoints review all three.

30 days

Launch & check

Start the workstreams.
Agree owners and a baseline.

60 days

Review & refine

Learn from responses.
Adjust the approach.

90 days

Assess & decide

Review the evidence.
Keep, refine or stop.

AI can support all three.

Research, permitted message drafts and follow-up.
People check facts and send the messages.

Your findings pack

Findings deck

Evidence, gaps and proposed priorities.

Leadership readout

Discuss the findings and agree the plan.

Written roadmap

Actions, recommended owners, KPIs and milestones.

The example shows advice given, not reported implementation results. Other opportunities stay on the wider map, including work beyond 90 days. Readout depth and follow-up depend on the package.

WORK DIRECTLY WITH REHAN ARIF

Why Rehan can review the whole journey.

Twelve years at Hilti across sales, marketing and learning, combined with hands-on AI use while building his own business.



B.S. Electrical Engineering
American University of Sharjah

Executive education | IMD

Offer, differentiation and leads

Regional trade marketing and Marketing Director experience: positioning, segment priorities, campaigns, customer events and routes to market.

Sales and customer experience

Frontline selling and sales leadership: discovery, value conversations, objections, field execution and the handovers that shape customer experience.

Execution and applied AI

Global learning, regional playbooks and local execution. Today: AI for research, content and commercial work, plus experiments with local models and agent workflows.

“He didn’t start with content or solutions; he started with the problem.”

Rachel E. Walter, CPTD | Former direct manager | Corporate-career LinkedIn excerpt

A good fit

Medium to large UAE B2B companies with an established sales team and a technical or differentiated offer. A Sales Director, Commercial Director, owner or GM can involve the team and prioritise action.

A different starting point

Very small businesses without a sales team, commodity-only selling or a request for a quick campaign. This diagnostic does not provide outsourced selling or guaranteed revenue.

COMPARE SCOPE AND EVIDENCE

Choose the evidence you need.

Every option provides findings, three priorities and a practical roadmap at the selected depth. Fixed fees in AED per business unit.

Evidence & scope	Commercial Clarity AED 9,000	Growth Diagnostic AED 18,000	Field-to-Boardroom AED 28,000
Owner / leadership	1 discussion	1 discussion	1 discussion
Market comparison	2 competitors	3 competitors	3 competitors
Team interviews	Up to 3 people 1 per function	Up to 6 people 2 per function	Up to 6 people 2 per function
Recent opportunities	Pipeline overview No detailed review	Up to 10 deals Won, lost, stalled	Up to 10 deals Won, lost, stalled
Customer interviews	Not included	Up to 3 customers	Up to 3 customers
Live observation & observed playbook	Not included	Not included	1 UAE day Up to 2 reps
Leadership readout	90 minutes	2 hours	2 hours
Roadmap follow-up	Not included	60 minutes About 2 weeks later	60 minutes About 2 weeks later
AI Opportunity Scan	Optional +AED 6,000	Optional +AED 6,000	Included
Approximate timing	2 weeks	3 weeks	3-4 weeks

One business unit, one principal market and the agreed UAE location. Review of up to 12 months of available customer revenue and pipeline information. All packages include one consolidated clarification round.

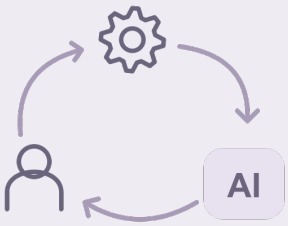
Sales, marketing and operations are the functions covered. Allow up to three additional working days for the AI Opportunity Scan.

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

AI OPPORTUNITY SCAN

Find where AI can improve your commercial workflow.

An assessment add-on to the diagnostic, ranking useful AI opportunities by impact, effort and risk. Training and workflow implementation are separately scoped.



Quality first. Then productivity.

Define the output and the standard it needs to meet. Consider where AI could improve quality or reduce repeated effort, while keeping people responsible for review.

01

An AI opportunity map

5-10 use cases across lead generation, meeting preparation, proposals, follow-up and reporting, ranked by impact, effort and risk.

02

A readiness check

Review the data, available tools, company policy and team skills needed to try the ideas.

03

A 90-day starting plan

Select the first two or three use cases to test, with owners and measures. Include the map in the findings deck and leadership readout.

Included in Field-to-Boardroom.

Add AED 6,000 to Commercial Clarity or Growth Diagnostic.

Allow up to three additional working days.

The Scan uses the evidence in your base package; it does not add excluded interviews or observation. It is not implementation, a legal review or an IT-security review. We agree data boundaries, use only approved AI tools and anonymise confidential customer details.

Explore RALS AI workshops and workflow pilots

A PRACTICAL FIRST CONVERSATION

Find your next revenue opportunity.

Choose one area where the business needs help. In a free 45-minute online conversation, Rehan explores the gap and recommends one practical opportunity to test.

Bring one real challenge.

Tell Rehan what you sell, how you reach customers and where progress is getting stuck. Leave with one recommendation and clear first action steps.

No obligation. You can test the action before deciding on a full diagnostic.

Book your free 45-minute conversation

How the paid diagnostic starts

Agree the scope	Written proposal within two working days of the consultation. Confirm the evidence sources, people involved, dates and separately quoted costs.
Confirm the engagement	50% on confirmation; the balance within seven days of delivery. The written proposal confirms the agreed scope and fees.
If plans change	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.

Implementation, training, content production, redesigned sales-playbook development and additional travel are quoted separately. The observed playbook records the selling approach seen in the field. Execute the roadmap with your team, a third party or separately agreed RALS support.

rehan@ralsconsulting.com

WhatsApp: +971 55 528 8223