aidias

We help you get more customers

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Aidias Consulting Group | Profitable Growth Strategies

Sales Capability Training

WE HELP YOU GET MORE CUSTOMERS | 22 YEARS | 225+ CLIENTS | IIT/IIM ALUMNI

aidias

We help you get more customers

22+ Years

of established corporate trust.

225+ Client Organizations

across all major sectors.

Helping businesses grow their customers profitably.

aidias™
Research | Education | Strategy | Training

20 YEARS 200+ CLIENTS

We help you get more customers

Our Pedigree

Academic Foundations

IIT, IM, Stanford, MIT, and Edinburgh.

Corporate DNA

The World Bank, McKinsey, Emirates Airlines, Pfizer, Berger Paints, and ABP Limited.

The Growth Framework:
Internal Readiness Meets External Execution

Customer Acquisition



- MR (Qual/Quant) & Mystery Audit
- Brand & GTM Strategy
- Digital Marketing (AI-enabled)
- Media Spend vs. ROI Optimization
- Advanced Selling Skills Training

Customer Retention



- Customer Service Excellence (SPACE)
- Tech-enabled connect & feedback
- Monetizing Life Time Value (LTV)
- Internal call centre setup

People Development



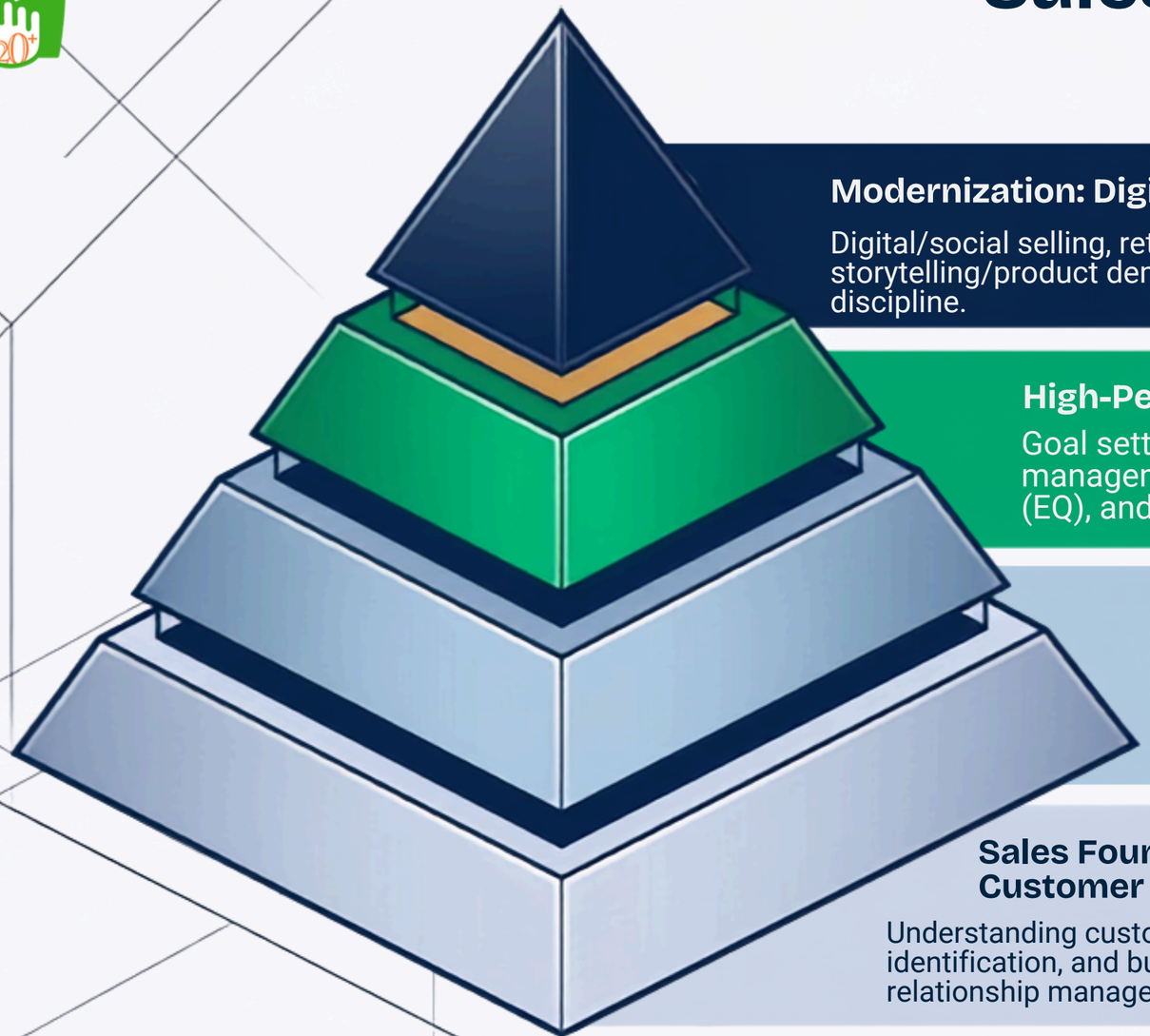
- HR Audit & Fitment
- Culture-friendly policies
- Action-oriented training
- Proprietary TORCH tool for application
- Training efficacy tied to metrics

Leadership Development



- Development for managers to CXOs
- Non-cognitive trait assessment
- Individual coaching
- Culture-compliant PMS

Sales Capability Development



Modernization: Digital & Retail

Digital/social selling, retail customer journey management, storytelling/product demos, and data-driven selling through strict CRM discipline.

High-Performance Sales Excellence

Goal setting, handling difficult objections, territory management, building a confident sales mindset (EQ), and rigorous performance tracking.

Advanced Strategy & Business Development

Pipeline management, negotiation, closing techniques, cross-selling, and Key Account Man-gement (KAM) for market expansion.

Sales Foundations & Customer Engagement

Understanding customer psychology, consultative selling, need identification, and building trust through effective listening and relationship management.

Sales Capability Development Modules

Sales Foundations & Engagement

- Understanding customer psychology & buying behavior
- Building impact first impressions & presence
- Consultative selling & need identification
- Effective communication & questioning skills
- Trust building, relationship mgmt & retention

Advanced Sales Strategy & BD

- Prospecting, lead gen & pipeline management
- Advanced negotiation skills & closing techniques
- Cross-selling, upselling & value-based selling
- Key Account Management (KAM) & relationship growth
- Strategic business development & market expansion

High-Performance Sales Excellence

- Sales planning, goal setting & territory mgmt
- Handling objections & difficult customer scenarios
- Time management & daily sales productivity
- Emotional intelligence, confidence & sales mindset
- Performance tracking & conversion improvement

Digital, Retail & Service Selling

- Digital selling, social selling & online engagement
- Retail sales experience & customer journey mgmt
- Service excellence & customer experience in sales
- Presentation skills, product demo & storytelling
- CRM usage, reporting discipline & data-driven sales

PROVEN IMPACT ACROSS SECTORS

AUTOMOBILES:
CEAT, Tata Motors, Maruti

MEDIA:
Star TV, Times of India, Mint

PREMIUM RETAIL:
PC Chandra Jewellers, Blue and Blues

BFSI:
State Bank of India, National Insurance

TECHNOLOGY & KPO:
Pinnacle Infotech, StockEdge

HEALTHCARE:
Fortis, ILS Hospitals

AGRICHEMICALS & FMCG: EMAMI, KEVENTER

ENGINEERING:
Usha Martin, Shyam Steel, Vikram Solar

EDUCATION:
TCG CREST, Sushila Birla School

REAL ESTATE:
NK Realtors, Srjan Realty

and many more..

Let’s grow your customers profitably.

aidiasconsulting.com

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20 YEARS
200+
CLIENTS

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