

We help you get more customers.

Aidias Consulting Group | Profitable Growth Strategies

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



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.

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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

Training for all levels-Managers / Leadership

First Time Managers

Focus

Transition from executive to manager

Data analysis for team guidance

Capacity Building

Self & team performance management

Problem solving & conflict resolution

Manager of Managers

Focus

Proactive actions based on data

Identifying potential to help team members grow

Capacity Building

Ability to delegate

Inter-department teamwork

Communicating to inspire

Senior Managers

Focus

Executing strategy through the team

Strategic decision making for future needs

Capacity Building

Objective performance management of entire jurisdiction

Crisis management & risk mitigation

Public speaking

CXO / Business Owners

Focus

Strategic thinking using analytics and AI

Resolving macro crisis and conflicts

Capacity Building

Building inter-departmental teamwork at the top
Communication with Emotional Intelligence

Networking & personal branding

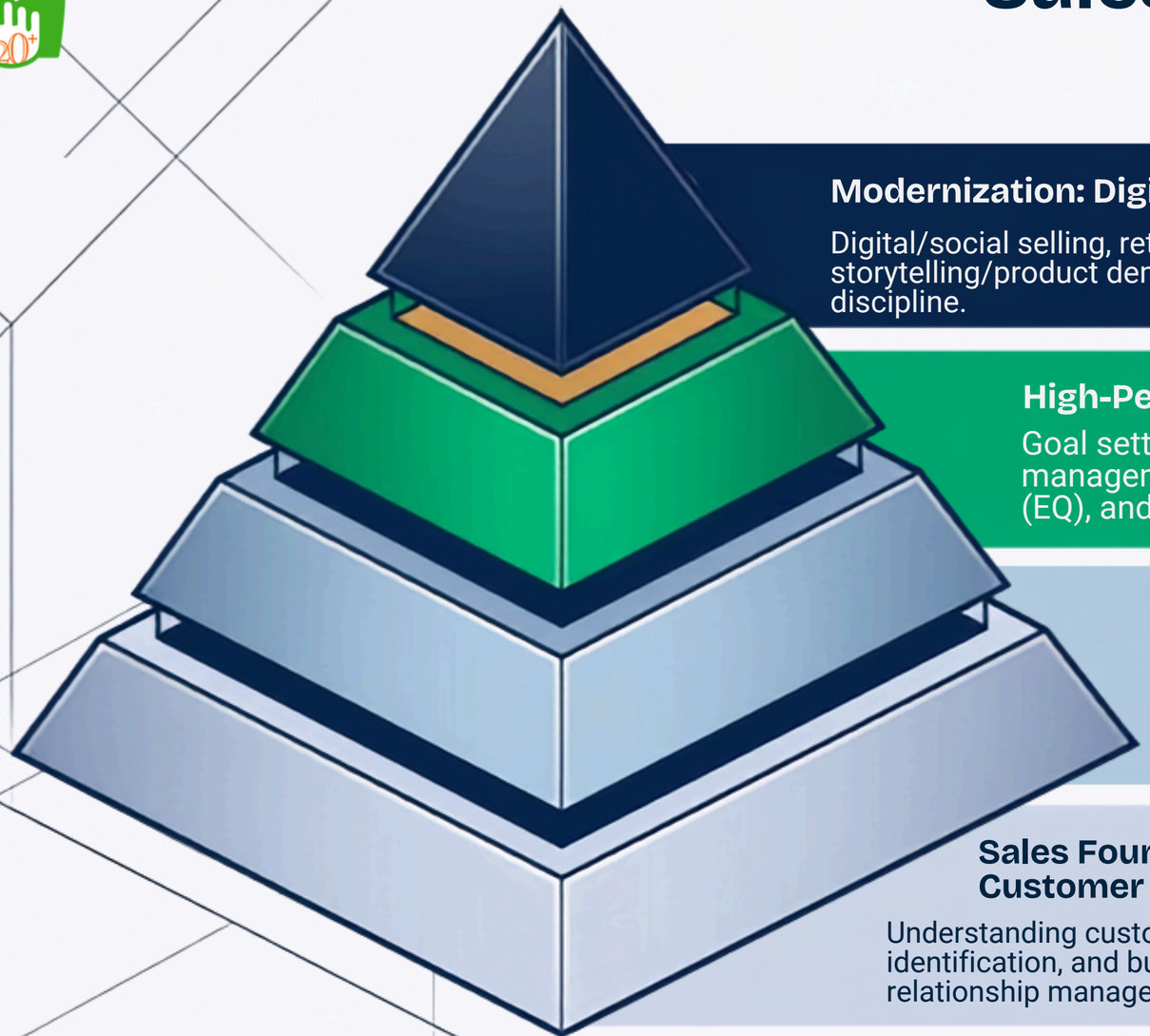


Profitable growth is engineered. It requires visionary leadership, aggressive sales capability, and impeccable customer service. We build the architecture for all three.

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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.

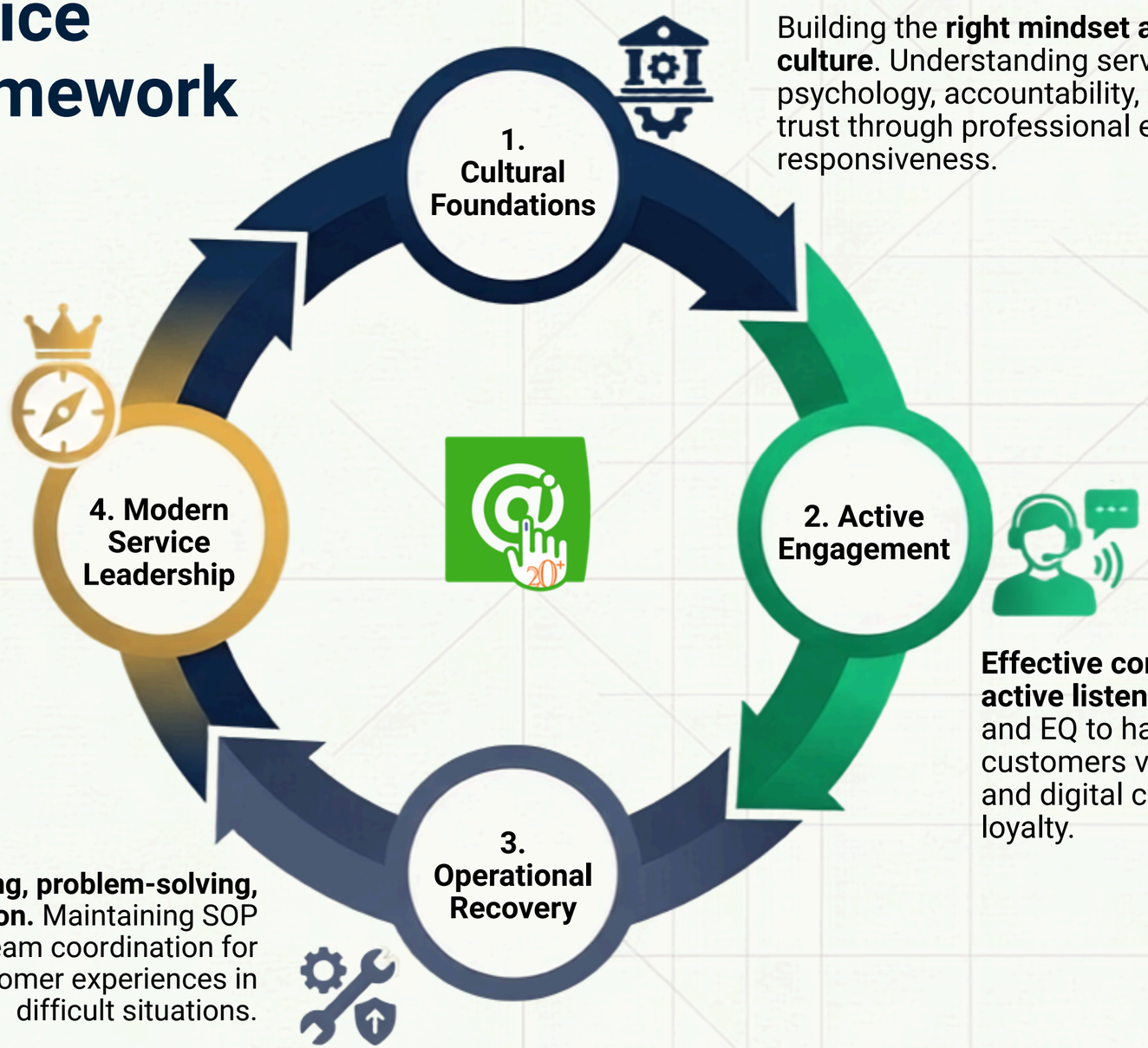
Advanced Strategy & Business Development

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.

Customer Service Excellence Framework



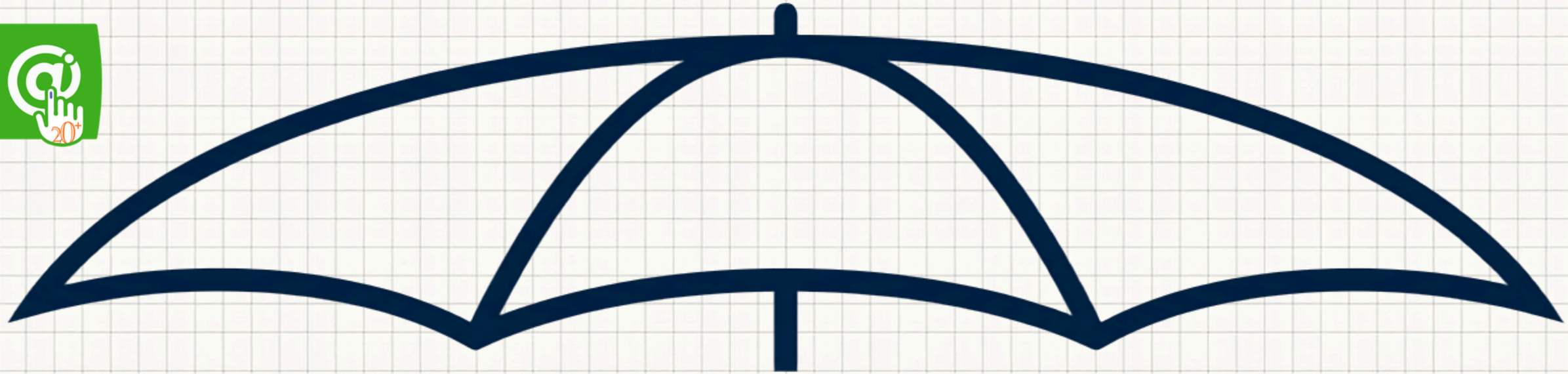
Building the **right mindset and service culture**. Understanding service psychology, accountability, and building trust through professional etiquette and responsiveness.

Effective communication and active listening. Applying Empathy and EQ to handle difficult customers via telephone, email, and digital channels to secure loyalty.

Complaint handling, problem-solving, and de-escalation. Maintaining SOP discipline and team coordination for seamless customer experiences in difficult situations.

Customer Experience (CX) journey mapping. Delivering personalized, proactive service, mastering digital social media behavior, and utilizing feedback for continuous service innovation.

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Credible & Trusted Team: Built over 22 years of successful partnerships

Experienced Senior Resources

Delivering the ease and comfort of working exclusively with senior, heavily experienced corporate veterans.

Practical Recommendations

Crafting strategies that are simple, practical, and heavily aligned with your specific organizational culture.

Execution with Guidance

We don't just leave a report. ACG guides your teams personally on the ground to execute recommended strategies.

Focus on Business Outcomes

A relentless, committed focus to translating training and strategy directly into profitable business results.

PROVEN IMPACT ACROSS SECTORS

AUTOMOBILES:
CEAT, Tata Motors, Maruti

MEDIA:
Star TV, Times of India, Mint

PREMIUM RETAIL:
P C 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..

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