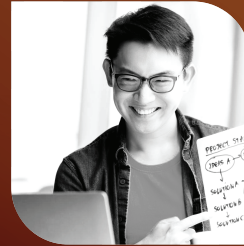




Building Sales Organizations that Deliver Profitable Growth



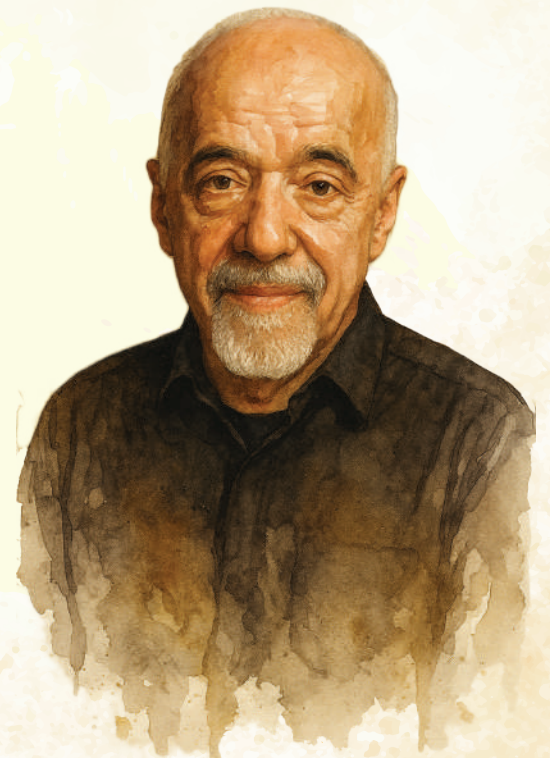
25+ Years of Radically Simplifying Sales

The Alchemists Ark

Consulting + Training + E-learning

Since 2000

Every business has its own “treasure” – untapped opportunities buried in everyday markets, and untapped potential in their people. Recognizing the extraordinary hidden in the ordinary, in plain sight, is the first step to success



“

The simple things are also the most extraordinary things, and only the wise can see them

— Paulo Coelho, The Alchemist

”



From Complexity to Clarity

We walk the markets with your frontline, listen to your customers, challenge assumptions, and craft simple executable processes that deliver results



Towards a Streamlined Sales Organization

Alchemy is the art of transformation. We transform fragmented sales systems, struggling teams, and un-aligned channels into high-performance growth engines



Towards Sustainable Capability Development

Like the shepherd in The Alchemist, true treasure lies in lasting growth. We build Managers as Coaches, Salespeople as Problem-solvers, and organizations that keep learning – where change becomes culture

Table of Contents

●	How does Sales Transformation Start?.....	02
●	Who Are We?	04
●	What are Our Offers?	07
●	Where all have we Served?.....	10
●	Case Studies	12
●	Our Team	15
●	What Our Partners Say?.....	17

The Business Landscape is Forever Changing Now Faster than ever

In today's hyper-connected world, disruption is the new normal. Technological leaps, shifting consumer behaviors, and global volatility are accelerating change across industries. Agility, innovation, and proactiveness are necessary for business survival. Businesses must evolve or risk irrelevance in a landscape where the only constant is Transformation



Complexity is the Enemy of Sales

Sales teams play a crucial role in customers' and clients' perception and acceptance of the value a company creates. Even the most brilliant value proposition, strategy and process falter because they are too complex to execute at the last mile - Sales. Training that follows simplification delivers success



We believe Sales Transformation begins with radical Simplification

Why Do You Need a Sales Transformation Partner?



You can't read the label from inside the jar

When you're too close to your sales challenges, it's hard to see what's really holding you back. As partners we bring fresh eyes, fresh ideas, and the guts to tell you what you need to hear

Your leaders can't do it all. Sales managers are busy chasing numbers

We take on the heavy lifting of creating new processes or streamlining existing ones, reorganizing the sales force if needed, as well as providing Training and Coaching

Great plans fail without staying power

Most training and change efforts fade after the first burst of energy. As partners we help build self-reliance by equipping your team with resources and training so that they can continue the capability-building internally

We've walked the road before

With decades of real-world experience across industries, we bring a wealth of knowledge and expertise on everything Sales

Who Are We?

The Alchemists Ark (TAA) is a **Consulting, Training, and E-learning company** committed to enabling real Sales Transformation

Founded in 2000 by IIT-K and IIM-A alumni, we focus on two growth engines: **Sales Strategy** and **People Capability**. By blending deep understanding of markets and people with practical, execution-driven solutions, we turn complex challenges into simple, lasting results



25+ Years of Creating Real Impact!



100 +

Projects Delivered



50 +

Companies across Industries



15 +

Countries Served

7,500+

Company Sales People Trained

1,00,000+

Channel Partner Salespersons Impacted



What's Our Vision?

Our Vision is to liberate businesses, their employees and their customers from the tyranny of complexity, so that they are free to pursue their dreams



Why do we exist?

We exist to ensure Growth by Radically Simplifying Sales (Insights, Strategy, Structure, Distribution & Sales Policy, Processes, Learning)

Our Values that ensure Quality and Impact



Curiosity

01

We dig deep to uncover the root of business problems; not just their symptoms



Clarity

02

We simplify the complex. Our clients appreciate how we bring clear thinking to simplify strategic and operational issues



Courage

03

We are not afraid to challenge our and our clients' assumptions. We tell clients what they need to hear



Customization

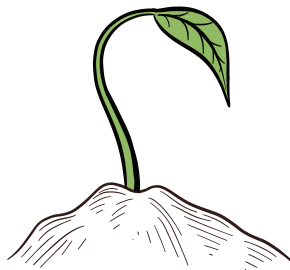
04

We don't offer one-size-fits-all solutions. Every business situation is different, and so is our solution

How are we different?

- ✓ **Rooted in Reality-** Our insights come from visiting dusty markets with Last-mile Salesmen, meeting Consumers, Customers, Influencers. Not from conference rooms
- ✓ **Fully-customized-** We create what your team needs. Not what's in a standard catalog
- ✓ **One roof, Full-stack-** Strategy, Training, Films, Tools, SOPs, and E-learning. All under one roof
- ✓ **Long-term Partners -** Clients work with us not for a project, but for a journey

What's our Result-delivery Approach?



DISCOVER

Through extensive secondary research, data analysis, field visits, and stakeholder interviews, we develop a real-world understanding of your challenges



DIAGNOSE

We identify the root-cause and define the exact problem to be solved



DESIGN

We co-create the intervention- be it GTM (Go-to-Market) strategy, WoW (Way of Working) framework, or WoS (Way of Selling) custom-training module



DELIVER

Through Films, Train-the-Trainer (TTT) Workshops, other Tools, and E-learning, we bring the solution to life



DEEPEN

We help institutionalize the change through on-ground coaching by Company Managers, Whatsapp Groups, Handholding Video Calls (VCs)

Where Insight Meets Execution: Our Consulting Offers



Marketing Strategy Consulting



Breakthrough Insights & Ideas

Using observation-based research and behavior-mapping at the point of sale or usage, we deliver powerful insights that fuel differentiation



Winning Market Strategy

(for Auto Aftermarket companies alone)

We help position or reposition Auto Aftermarket brands to drive pull from mechanics, retailers, and end-users. As part of this, we help define your Masterbrand, Product range, Promotion, Place and Pricing strategy for sustained Market Share gain

Sales & Distribution Strategy Consulting



GTM (Go-to-Market) Strategy

From Distributors to hybrid models, we craft channel strategies that expand Reach, boost Throughput, Retail presence, and build unstoppable Bazaar Power



Sales Policy Design

We redesign your Sales and Incentive Policies to eliminate end-of-month Sales skews, thus reducing Working Capital need

Where Training Turns into Performance: Classroom Training & Capability-building Offers

Sales Excellence Solutions

Your Company Way of Selling (WoS)

Centers around Custom-made training films that embed a company's own selling method for its frontline teams, differentiating you from how your competitors sell




Your Sales Team Ways of Working (WoW)


Role-wise clarity and tools across levels – Karyakartaa (The Doer), Vighnahartaa (The Supervisor), Margdarshak (The Leader)

E-learning and Film-making

 Sales eInduction in the First Week
Crisp, mobile-friendly, multi-lingual content for rapid onboarding

 Customized Module Development
Bite-sized, micro-learning content developed in 25+ Indian & global languages

 Engaging Short-film Making
Films that train with compelling, relevant stories.
Learners ask for more rather than being forced to watch

 Gamified LMS Implementation
Engagement-friendly platforms integrated with customer HRMS or app stacks



Learning that Transforms, not just Informs

Our Off-the-shelf Training Program Offers

B2B



Powerfully Persuading Customers

Empowering Beliefs; Our Business is Persuasion; Work is Conversations; Achieving Rapport; Structure and Spirit of Breakthrough Conversations



Negotiating for Win+Win

Empowering Beliefs; Negotiations are Conversations; Structure of Negotiations; Preparing for Negotiations; Types of Negotiators; Ploys used by Negotiators; Objection Handling; Closing; Post-negotiation Written Communications



Introduction to Key Account Management

Empowering Beliefs; What, Why & How of Key Account Management (KAM); What will it take to begin KAM; Key Elements of KAM; KA Planning and KYC Templates

B2B2C



Professional Trade Sales Calls

Empowering Beliefs; Structure and Tools of a Professional Trade Sales Call; Achieving Rapport; Power of Merchandising; On-the-Job Coaching



Effective Territory Management

Empowering Beliefs; Planning & Growing Sales in a Distribution Business; Managing the team for Consistent Results; Engaging Review Conversations with Distributors



Effective Distributor Management

Empowering Beliefs; Right Distributor (Db) Selection; How to Classify your Dbs; How to approach them differently; How to turnaround an Underperforming Db; How to ensure Dbs become Self-managed

All White Collar Employees



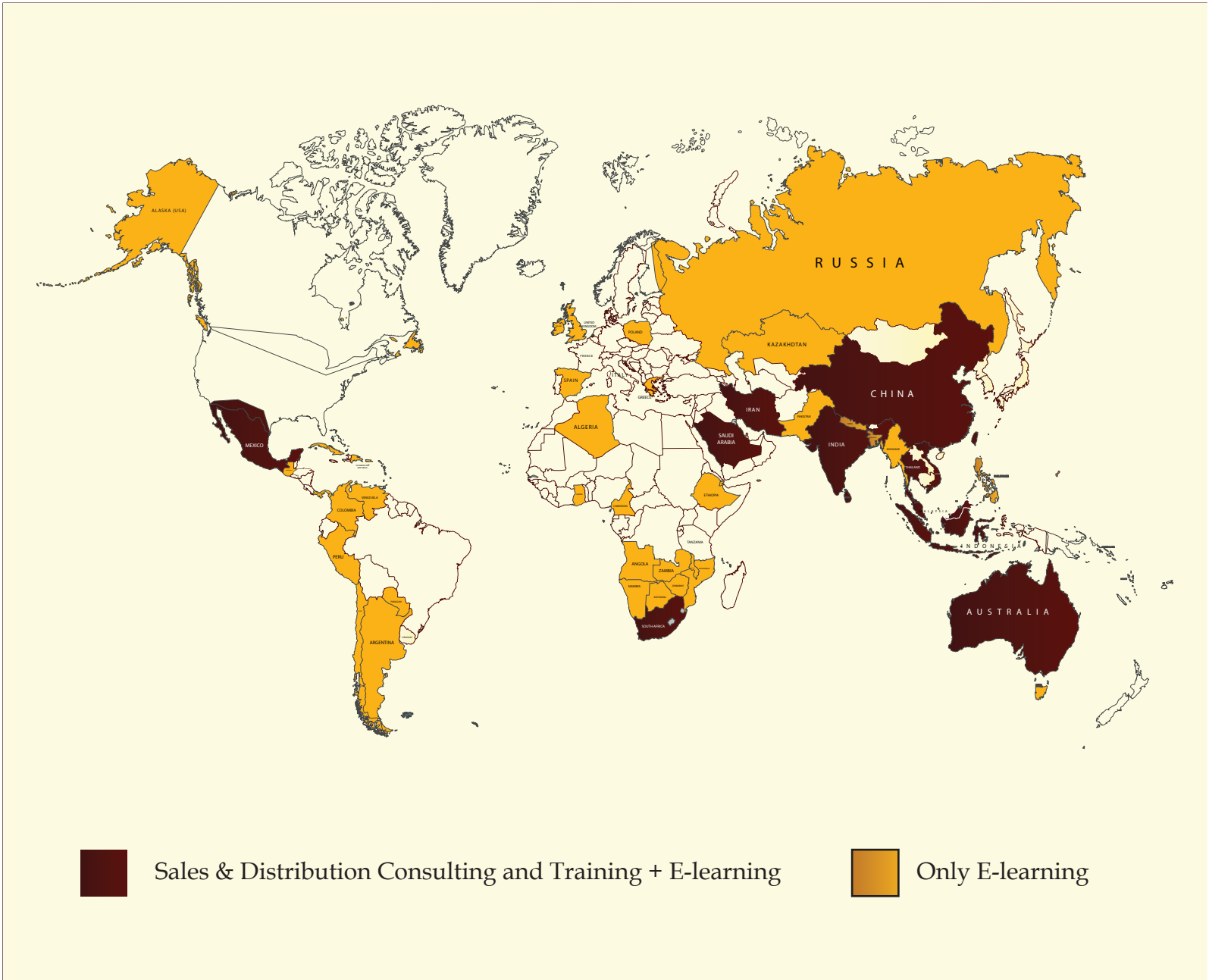
Soft-skills for All: Communication Skills

Empowering Beliefs to communicate; Work is Conversations; How to create Rapport (thru' NLP); Structure of Breakthru' Conversations; Handling Objections; Tips for effective Written Communications

Discover powerful AI-driven solutions designed to create real impact. Let's talk!

Where all have we served? Across all Continents!

15+ countries for Consulting + Training | 39 countries for E-learning



From MNCs to dynamic Indian companies in Automotive, Auto Aftermarket, Agri, BFSI, Building Materials, and Industrial Products

Which Clients have we worked for?

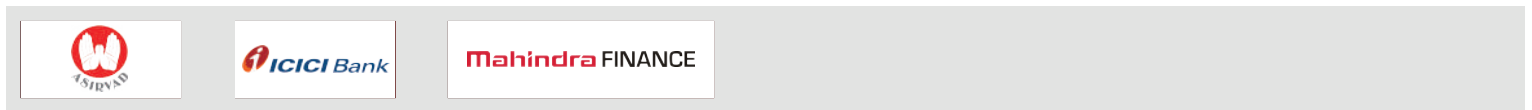
Automotive Aftermarket Selling



Automotive Vehicle Selling



Banking & Financial Services



Building Materials & Construction Equipment Selling



Industrial Consumables & Intermediates Selling



Selling to Rural India



*Logos above are the trademarks of the respective companies

Our clients are Fortune 500 firms, large Indian conglomerates, and emerging challenger brands

Case Study 1: Driving Dealer Sales Productivity at a Leading Tractor Company

✓ **Sponsor:** EVP – Sales & Marketing

✓ **Project Leader:** Manager – Sales & Marketing, HR

✓ **Vision:** Become the world’s largest tractor manufacturer

Shape industry behavior in India



Challenge

The company’s strategy was Customer Intimacy through Sales & Service excellence at Dealerships. But execution was at risk:

- ✓ 7,000+ Dealer Sales Executives (DSEs), mostly school-educated
- ✓ Extremely high attrition — 1/3rd replaced every year
- ✓ Unsure if their chosen strategy could ever be sustained at the dealership level



Our Approach

We shifted the responsibility of training from external Trainers to the company’s own frontline managers — the Territory Managers (TMs)

- ✓ Designed The Tractor Leader Way — a simple, buyer-focused selling method to deliver “A Memorable Buying Experience”
- ✓ Created a 10-module training film embedded in PPTs for easy adoption
- ✓ Trained 150 TMs through Train-the-Trainer, enabling them to coach DSEs On-the-job with a one-page tool

Outcome

150 TMs learnt The Tractor Leader Way from us. They trained 7,000+ DSEs using the film we created. They coached the DSEs. The film we created in 2005, continues to be used even now as a part of their Sales Induction. Pleased with our work, the Project Leader got us to train the entire Customer Care Team. Also, in 6 other group companies! The Customer also awarded us a ‘Delight Bonus’ for the quality and flawless execution of the intervention!

Here is what the Project Leader has to say about us



Atul Joshi
(Then) Sales and Marketing HR



The Alchemists Ark Team comes across as a very committed team, and works with true partnership spirit. Their commitment is manifested in their planning, deep insightful and delivering to promise with a delight. They put their best to understand the issue hands-on, and come with solutions that focus on improving fundamentals



Case Study 2: Sales-force Transformation at an Underperforming but well-known Lubricants Brand

✔ **Sponsor:** President

✔ **Project Leader:** Auto Lubricants & Allied Business

✔ **Vision:** To be among the Top 3 Private Lubricant Companies in India



Stated Need

In the B2C business, the challenges that the Brand had were:

- ✔ Primary-sales-driven Policies, Schemes, Scheme implementation and working
- ✔ Inadequate Systems and Processes. Low visibility to Secondary Sales
- ✔ Infringement: Poor territorial integrity
- ✔ Complex Schemes, with high dependency on the Distributor to pass it on to Retailers. The Client wanted to grow, professionally. It wanted its B2B2C Sales & Distribution System to become Secondary Sales-driving, with complete visibility



Solution

- ✔ Inputs on the Secondary-driving Simplified, Company, Distributor & Trade Policies
- ✔ Created Ways of Working (WoW) for each role in the Sales Hierarchy (NSM, RM, AM, TM, DSR & SO)
- ✔ Created a film on The Company Way of Selling (WoS)
- ✔ Rolled out WoW and WoS through Classroom sessions
- ✔ Developed a Digital Product Presenter (to do Influencer Meets and Retailer Meets)
- ✔ Developed a simple Smartphone-based Electronic Order-capturing Tool
- ✔ Recommended Secondary Sales Software to put at Distributors
- ✔ Created a Mobile app to capture how the sales team is going about its field-work

Outcome

Our interventions over a year or so, contributed to the Co. in a significant way to achieve their vision: Today the Co. is the No. 2 private lubricant company in India. Impressed with the work, when the Co. ventured into 2-wheeler batteries in 2017-18, they hired us again to do the Way of Working (WoW) and Way of Selling (WoS) for the battery business!

Here is what the Project Sponsor has to say about us



Nagendra Pai
(Then) President, Automotive Lubricants and Allied Business



I have known Sreeram & The Alchemists Ark for the last 20 years and can strongly endorse his knowledge and experience in all facets of Sales Management. We are very happy with the end result and look forward to a very long relationship



Case Study 3: Sales-force Transformation at a Respected Seeds Company

✓ **Sponsor:** MD

✓ **Project Leader:** Business Heads; CHRO

✓ **Vision:** Feed the World with Indian Agriculture



Stated Need

The Company is in the business of Breeding, Production, Sales & Distribution of Hybrid Seeds in Row Crops and Vegetables. They were once Market Leader for 30+ years, courtesy product leadership. A new leadership wanted to rejuvenate the team to do things differently



Solution

✓ The Co. Way of Selling (for both BUs)

We positioned Territory Managers (TMs) as 'Vighnahartaas' for their Market Development Officers (MDOs - 'Karyakartaas'), responsible for coaching and OTJ training. To support this, we developed 4 Training Films showcasing how salesmen should make effective calls on retailers, distributors, and conduct small farmer meets

✓ The Co. Way of Working (for Vegetable Seeds BU)

We designed a structured WoW for each role in the Vegetable Seeds BU, starting from the last-miler upwards. This included: role purpose, responsibilities, effort & result measures, and aligned daily-weekly-monthly calendars – ensuring last-miler field time remained central

✓ E-learning program for Product Knowledge

✓ Train-the-Trainer

We trained 60+ Regional Business Managers (RBMs) to train their teams using the films and PPTs, and coached them to deliver effective OTJ coaching through a simple 1-page tool

Outcome

60+ RBMs learnt The Co. Way from us. They trained their field-force of ~700 using the films we created. They coached the MDOs OTJ. The Head of Row Crops BU recently told us that the quality of Calls and Farmer Meets has significantly improved. They are structured and objective-oriented in their Calls and their overall work Impressed with our work, the Project Leader (CHRO) got us to create a Way of Working for their new venture in Biologicals

Here is what the Project Leader has to say about us



Ajay Vaidya
(Then) Chief Human Resources Officer



They're reliable with structured and a tremendous 'Can do it for you' attitude! They delivered an outstanding program for our Sales and Marketing teams. We are very happy with the results and look forward to a very long relationship



Our Founders

Raymond Moses

Founder & Mentor

An IIT Kanpur graduate in Chemical Engineering, Raymond has 40+ years of experience in sales, marketing, manufacturing, and consulting. He worked with HUL and Castrol before co-founding The Alchemists Ark in 2000 to help businesses simplify sales and build lasting capabilities. He also founded MoneyWorks4Me to guide retail investors, reflecting his passion for making both businesses and individuals stronger through clarity and simplicity



Sreeram Thiagarajan

Co-Founder & Leading the Practice

A graduate of NIT Trichy and IIM Ahmedabad, Sreeram brings 39+ years of experience in sales, marketing, training, and consulting. After working with Castrol, he co-founded The Alchemists Ark with a focus on simplifying complex business challenges. He has worked with leading companies across sectors, shaping TAA's practical, execution-oriented approach to sales transformation



Our Dirty Dozen and Growing...

Consulting



Mohammad Vohra
Lead Consultant-Trainer
(Client Success Manager)



Pritesh Ghuguskar
Consultant-Trainer
(Client Success Collaborator)



Rohan Patil
Associate Consultant-Trainer
(Client Success Collaborator)

E-learning & Film-making



Pratik Tawde
Project Manager
(Client Delight Manager)



Nilesh Supekar
Sr. Graphic Designer



Shailesh Wankhade
Multimedia Manager



Ganesh Bagul
Articulate Specialist



Ashwini Mehta
Instructional Designer



Renu Khare
Instructional Designer

Support Team



Shrikant Jagtap
HR & Accounts



Sakshi Madavi
Business Development



Prerna Sakharkar
Customer Management

What Our Partners Say?

“We found that the solution provided by Alchemists Ark was by far the best. What they provided for us was a 360-degree solution in terms of training”

Bruce Hall

(Then) Global Customer Marketing Manager, Castrol (UK)

“It was a transformative experience for me, the only time that I felt here is someone who understands our industry better than us; truly insightful, collaborative, a joy to work with”

Arun Kumar

(Then) Global Business Manager, Castrol (UK)

“Their deep understanding of Customer Management principles and Routes to Market, especially for emerging and fragmented markets is world-class”

Late Naveen Kshatriya

(Then) Regional VP - Asia & Pacific, Castrol

“Based on Insights they got, they ensured our products stood out on retail shelves and conveyed the product story. They also put our basic way of working in retail in place”

Sadashiv Pandit

(Then) Executive Chairman, Fleetguard Filters

“My experience with Alchemists Ark: Very down-to-earth, Out-of-the-box thinking, Open-mind to hear the client’s position, Not biased with past experience”

R. K. Ghosh

(Then) VP, Non-vehicular Business, Tata Motors (CV)

“Foseco engaged Alchemists Ark to support a complete review of the sales strategy and structure. Now, 15 years on, the Solutions Partner Strategy remains one of the best value-based industrial marketing strategies I have encountered”

David Hughes

(Then) President, Foseco Foundry BU

The Alchemists Ark Pvt Ltd



Scan QR code to know more

Call or Mail
to Co-create value with a Real Partner

Phone: +91 98222 64955

enquiries@alchemists-ark.com

The Alchemists Ark Pvt Ltd
Signet Corner, B-101, Baner Rd, opp. to
Orchid School, Balewadi Phata, Baner,
Pune, Maharashtra 411069



Alchemists Ark
Simplify to Grow

www.alchemists-ark.com