# PT IMTIYAZ LEARNING CONSULTING





# COMPANY PROFILE

2025

Upskilling your Talent with High Touch Technology Solutions

# PT IMTIYAZ LEARNING CONSULTING



About Us









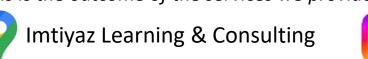


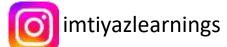


Imtiyaz Learning Consulting was established in 2021 by a sales, training, and people development professional and expert who has journeyed across the business world, from SMEs to local, national, and worldwide organizations, and who built a legacy and track record of successes that can still be felt today. His sales career spanned over 25 years, beginning with computer training and applications, FMCG (milk, coffee, candy, chocolate, drinks), Pharmacy (prescription medicines, over-the-counter medicines, vaccines, medical equipment), gasoline, premium plasticware, production laboratory tests, cosmetics, skin care, body care, health supplements, new cars, used cars, artificial intelligence and internet of things.

In addition from that, more than 10,000 salespeople from various industries have been attentively trained in FMCG, pharmaceutical, oil and gas, cosmetics, health supplements, MLM/direct selling, consumer testing service, automotive, textile, construction, safety tools, education, clinic therapy, and so on.

Mr Doddy Ariesta built Imtiyaz Learning Consulting based on his skills, experiences, networking and expertise, as well as his three global and three national level certificates. A training and consulting institution whose mission is to inspire and develop talent that aligns with the company's business goals. Imtiyaz was picked as the name of his first firm, which operated in the Event Organizer industry. Imtiyaz signifies excellence. This is the outcome of the services we provide to our clients.



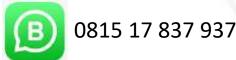




Imtiyaz Learnings



Establish since 2021



## **OUR LEARNING PHILOSOPHY**



# Mindset on Personal Growth & Company Growth

&

# Easy to Understand & Implement

We try to understand the bigger picture and the role of each training topic in the growth of the participants as well as the organizations as a whole.

Our Master Trainer is very hands-on in conducting Training Need Analysis and has 20+ years growing salesforces to ensure the training becomes a part of a solution not just another training.

We design the learning experience that enables participants to understand and implement the materials using a why-what-how flow.

We use a blend of learning methods, such as concepts, stories, simulation, tools and tailored case studies in order to help participants get the most out of the trainings sessions.

## **OUR FOUNDER & EXPERT**

# **Doddy Ariesta**

Doddy is a sales practitioner, human resources practitioner, and businessman, as well as a training master for Salesmanship, Sales management, and Sales Leadership training at Imtiyaz Learning & Consulting, who has 6 certifications ranging from sales, soft skills, leadership, training, personality profiling, and human resources from reputable national and international institutions.

Doddy has worked in a variety of industries for over 22 years, including the restaurant industry, software and application development, FMCG, Oil and Gas, Pharmacy, Direct Selling, MLM, Automotive, SME, and Start-Up. Extensive and indepth experience in local, national, and multinational corporations within the scope of his position roles on a local, national, and global scale.

He began his career as a marketing executive at a Software & Application Development company, as well as a professor assistant at FEB UI, after graduating from the Faculty of Economics & Business University of Indonesia (FEB UI). His career progressed until he was trusted to become Head of Area, Assistant Manager, Manager, and General Manager in various national and multinational companies. His previous position before deciding to start a learning consulting firm was General Manager Learning & Development at Renault Indonesia.



## OUR FOUNDER CERTIFICATION





**Certified Trainer** for **Situational Leadership II, Blanchard International, USA**.

Certified Trainer for Speed of Trust, Franklin Covey, USA.

Certified Behavior Analyst, Predictive Index, USA.



Automotive Sales & After Sales Management International 4 Days Workshop, Nissan Global, Japan Nissan Way 2 Days Workshop, Nissan Global, Japan

Fundamental Direct Selling 4 Days International Workshop, Dan Jensen Consulting, USA. Head of Area Training Program, Nestle Indonesia



Certified Human Resource Management, BNSP, Indonesia.

Certified NLP Practitioner, IndoNLP, Indonesia.

Certified Trainer, Pertamina Training Consulting, Indonesia.



**Bachelor of Economics, University of Indonesia** 

Major : **Marketing** Minor : **Insurance** 

Extra Curricular: Human Resource Management; Islamic Business/Economics; Project Management.

## **OUR FOUNDER ACHIEVEMENTS**

## **Tupperware**

### **Accelerating Growth in Mature Company:**

- Annual Region Sales Growth 20% Above National Growth Average. Region Sales Value > USD 30 millions.
- Asia Pacific Award for Comprehensive Salesforce Curriculum for All Level.



- Design Salesforce Training Program that can contribute to 400% Car Sales Growth.
- Design **Blended Learning Program** for Salesforce in response to pandemic.





Lead, Design, & Launch Strategic Global Project for Used Car Inspection Blueprint in 2 months.



- Design Comprehensive & Integrated Curriculum for Salesperson to Supervisor Level.
- Develop **Internal Talent for Promotion**.
  - **Reducing Salesforce Turnover.**

# **JAFRA**

### **Starting Up the Company:**

Lead JAFRA Development Training Program (the Combined Training & Sales Marketing Strategy) → Monthly Sales Growth 1000%. From USD 30K to USD 30K Monthly sales, within 9 months.



- Strong Double Digit Sales Growth in 9 months.
- 500% Growth in Market Visibility.
- Decrease Market Return from 12% to 0.4%.



100% Sales Growth in B2B Key Clients



500% Sales Growth in Low Season

- Design Leadership Development Program for Supervisor, Assistant Manager, Manager, Senior Manager, and General Manager level.
- Design Transparent Performance Appraisals and Performance Bonus.
- Design **Succession Plan** for **Senior & General Manager** level.

NISSAN

## 50+ COMPANIES WE HAVE HELPED















PRESTASI RETAIL INVOVATION

























































ANDIFA ZAYEEN | PERKASA































## 50+ COMPANIES WE HAVE HELPED



1.	Nestle Indonesia	21.	Tangkas Cipta Optimal (TACO)
2.	Tupperware Indonesia	22.	VIVERE Group
3.	Nissan Motor Indonesia	23.	Dan Liris Group
4.	Motul Indonesia Energy	24.	Panatrade Caraka
5.	M. Renault Indonesia	25.	Prestasi Retail Innovation
6.	Blimobil.co.id – Nawa Carciege Indonesia	26.	Andifa Perkasa Energi
7.	Carsome Indonesia	27.	Efrata Garmindo
8.	Amway Indonesia	28.	Ambassador Garmindo
9.	Jafra Cosmetics Indonesia	29.	Kana Sejahtera
10.	SGS Indonesia	30.	Multiyasa Abadi Sentosa
11.	Pertamina (SPBU)	31.	Andifa Zayeen Perkasa
12.	Pertamina Training Consulting	32.	Bank Azaz – Kalimantan Selatan
13.	Pertamina Lubricants	33.	Andifa Kharisma Borneo Pratama
14.	Solusi Prima Packaging	34.	Azaz Ships Services
15.	Universitas Indonesia	35.	Putra Nanada Bersaudara
16.	Geoforce Indonesia	36.	Andifa Nusa Samudera
17.	Beton Perkasa Wijaksana	37.	Putera Palaka
18.	Cordoba International Indonesia	38.	Pagar Mulya Karyatama
19.	Kurnia Safety Supplies	39.	Telesehat Indonesia
20.	Presenta Edu Kreasi	40.	DRI Clinic

- 41. Gema Graha Sarana, Tbk
- 42. Lavender Bina Cendekia, Tbk
- 43. YCAB Ventures
- 44. Hukum Online
- 45. Vivere Multi Kreasi
- 46. Prasetya Gema Mulia
- 47. Aida Rattan
- 48. Natura Dental Care
- 49. Aremi Hj Rullie
- 50. Bimbel Pejuang UI
- 51. Kedai Uli Mufidah
- 52. Syafaria Utama Selaras
- 53. And many more.

## **Projects Experienced**



### **Automotive, Oil and Lubricants**

- 1. Global Used Car Inspection Blueprint
- 2. General & Senior Leadership Program
- 3. Supervisor & Manager Leadership Program
- 4. Staff Development Program
- Basic to Advance Salesmanship Program

### **Automotive, Oil and Lubricants**

- 6. Petrol Station QnQ & Customer Service Program for Operator
- 7. Petrol Station QnQ & Customer Service Program for Foreman
- 8. Area Lubricant Sales Engineer Training Program
- 9. Bengkel Development Program
- 10. Branch Manager Development Program

## Pharmacy

- 1. South East Asia Regional Curriculum Development
- 2. Tupperware Business School

**Direct Selling Companies** 

- 3. GM Development Program
- 4. Distributor Development Program
- 5. Manager Development Program
- 6. Team Captain Development Program
- 7. Consultant Development Program
- 8. Jafra Development Training (JDT)
- 9. Jafra Manager Business Acceleration (J-MBA)
- 10. Jafra Executive Training (JET)
- 11. Regular Development Program
- 12. Sales Acceleration Program
- 13. Product Expert Program

- 1. HR Development Program
- 2. Sales Development Program for New Salesman to Area Sales Manager
- 3. Customer Loyalty Development Program
- 4. Marketing Development Program
- 5. Business Development Program

### **FMCG**

- 1. Salesman Training Program
- 2. Merchandiser Training Program
- 3. Sales Promotor Training Program
- 4. Head of Area Development Program

### **Other Industries**

- Sales Organization Development Program
- 2. Smart Salesmanship Program
- 3. Agile Leadership Program
- 4. Cordoba Muslim Development Program
- 5. Sales Promotor Development Program
- 6. Relationship Officer Development Program
- 7. Sales Development Program
- 8. HR for Non HR Development Program, etc.

## www.imtiyazlearnings.com



Allow us to share **in-depth case studies** on how we helped **dozens of talent** identify the key issues, translate them into training objectives, design the training curriculums & programs, execute them and support top-line & bottom-line highlights.

# **Doddy Ariesta Afriyana**

Founder & Director Learning Experience & Solutions

0812 1980 8544 | doddy.ariesta@imtiyazlearnings.com

## Dini Mufidah, S.Pi

**Director Sales & Operational** 

0852 8350 0976 | dini.mufidah@imtiyazlearnings.com









# PT IMTIYAZ LEARNING CONSULTING





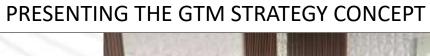
# APPENDIX

Upskilling your Talent with High Touch Technology Solutions

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## **CONSULTING AT CLIENT SITES**















## **DELIVERY METHOD**











"Success can be attained through integrity, trust, humility, and discipline."

## **DELIVERY METHOD**













"Our experience has shown that a combination of several delivery methods works more effectively to help ensure our training objectives are met."

## **DELIVERY METHOD**



## Pre Training:

- Pre-test

### Training:

- Interactive lectures & discussions
- Individual/group projects
- Individual/group presentations
- Role playing
- One on one feedback

## Post Training:

- Post-test
- Coaching sessions
- Individual progress report









# INTERACTIVE VIDEO LEARNING @LMS IMTIYAZ















## IMTIYAZ LEARNING BLOG

## https://imtiyazlearnings.com/blog/





#### Sales Training : Cara Menjual Produk Tanpa Terlihat 'Salesy'

Sales Training ~ Imtiyaz Learning Consulting | Bayangkan, Anda sedang duduk menikmati waktu santai, lalu seseorang mendekat, memperkenalkan diri, dan mulai menjelaskan kehebatan sebuah produk

Read More »



#### Penilaian Kinerja: Tips dapat Nilai Fair

Penilaian Kinerja ~ Sales Training~ Imtiyaz Learnings | Eeeh.. gak terasa sudah mau masuk kwartal 4 tahun 2024 nih! Di kwartal ini pada umumnya karyawan



#### Sales Training 4.0: 5 Strategi Sales Paling Efektif di Era Digital yang Jarang Diketahui

Sales Training 4.0 ~ Imtiyaz Learning Consulting | Suatu hari di Medio abad ke-19, tercatatlah sebuah kisah tentang dua anak muda bernama Pipo dan Papi,

Read More »



## Sales Training: BUAT APA BEDAKAN SALES DI SETIAP SALES CHANNEL?

Sales training ~ Imtiyaz Learning Consulting | Dalam keseharian saya menjadi konsultan pengembangan sales, masih saya temukan perusahaan-perusahaan yang cukup besar dengan omzet milyaran bahkan

Read More »



#### Sales Training : Meningkatkan Penjualan Melalui Rekomendasi

Sales Training ~ Imtiyaz Learning Consulting | Jagalah integritas dan profesionalisme Anda baik sebagai karyawan ataupun entrepreneur dimana pun Anda berada. Ini akan menjadi bekal

Read More »



#### Sales Training : Siapkan ini sebelum Jualan Alkes

Sales Training ~ Imtiyaz Learning Consulting | Di industri alat kesehatan yang terus berkembang pesat dan sangat bergantung pada teknologi canggih, sales teknikal membutuhkan keterampilan

re »



#### Negotiation Training: Jangan pernah abaikan Pra Negosiasi!

Negotiation Training ~ Imtiyaz Learning Consulting | Negosiasi merupakan suatu proses mencapai | kesepakatan antara 2 pihak, dalam bisnis tentunya | antara penjual dan pembeli. Secara garis besar,

Read More »



#### Menghadapi PHK: Cara Produktif Mengisi Waktu dan Menambah Penghasilan

Di masa sulit seperti setelah PHK, penting untuk tidak berlarut-larut dalam kesedihan. Meskipun mencari pekerjaan baru adalah prioritas, ada banyak hal produktif yang bisa dilakukan

Read More »



#### Sales Training : Skill Teknikal Otomotif yang diperlukan Sales Mobil

Sales Training ~ Teknikal ~ Imtiyaz Learning Consulting | Ragam skill dibutuhkan oleh seorang Sales. Tentunya, salah satunya adalah skill teknikal otomotif. Untuk menjadi seorang

Read More



#### Sales Training: Sales Manager Skill Set dalam Menghadapi Tantangan Industry 4.0 dan VUCA

Sales Manager ~ Sales Training ~ Imtiyaz Learning Consulting | Peran sales manager terus berevolusi seiring dengan perkembangan zaman. Di era Industry 4.0 dan kondisi

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# PT IMTIYAZ LEARNING CONSULTING





# **TESTIMONIES**

**Upskilling your Talent with High Touch Technology Solutions** 

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## The Testimonies





Peter Kropp 1 1st

Global Director the Body Shop at Home April 7, 2016, Peter managed Doddy Ariesta directly



All LinkedIn members



It's a pleasure to write a letter or recommendation for Doddy. I personally recruited him and he was a very important part of our sales and training team. He was tasked with a very challenging project to help create a strong training platform for the start up of our operations in Indonesia and excelled in this role. He collaborated closely with the head of sales and working with the senior leadership team to roll out this program across the country. It was a central pillar of our success and helped position the local market to be fastest growing market in the company. The program was done on a 'shoe-string' budget and took a great deal of ingenuity, creativity and passion to bring it to life. I'm grateful for what Doddy gave to this program. Daddy is intelligent, knowledgable, trustworthy and a hard worker. He understand the world of training very well, is a motivational speakers, cares deeply about the member experience and is always willing to adjust and moderate his approach as circumstances dictate. He is comfortable working in a multi-cultural/multi-national environment and can bridge the differences between cultures very well. He is a talented professional and I recommend him with full support in his career. He will be a welcome addition to any team.









## The Testimonies





Evelyne Klepic · 1st Country Director France

July 11, 2015, Evelyne managed Doddy Ariesta directly



All LinkedIn members

Source: www.linkedin.com/in/doddyariesta-imtiyazlearningconsulting/

Doddy worked 2 years in Jafra PT Indonesia as our Training Manager. His main task was to create a whole training concept, with different modules in the field of MLM and party plan. (such as motivation, self-management, business best practices, how to generate sales, product trainings, how to recruit new clients). Then Doddy went on then to implement those modules in the sales field and train the internal teams and the clients for it. This was very challenging as it was all new territory to us. Doddy managed very well the uncertainty and partial lack of resources of a start-up situation. He is a fast learner, knows how to stay calm and focused and get the job done. He is a team player and always attentive to the integration of all other team members. His conceptual and creative competence to create trainings that bring success and motivation were a big support that contributed greatly to the success of Jafra in those 2 years. Extending my warmest recommendation for his career, I wish him a lot of success. Evelyne Klepic



Frans Irawan · 1st

National Sales & Operations Lead

June 23, 2020, Doddy Ariesta was senior to Frans but didn't manage Frans directly



All LinkedIn members





Doddy is one of the experienced sales trainers I have ever known, understands internal and market needs, not only theory but practice in the field is very mastering, and is able to build good relationships with salespeople from various positions!







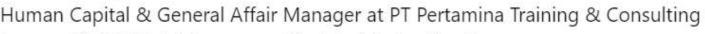


## The Testimonies





### Arini Tathagati · 1st



January 22, 2017, Arini managed Doddy Ariesta directly

All LinkedIn members

Source: www.linkedin.com/in/doddyariesta-imtiyazlearningconsulting/

Doddy has passion in training and developing people. He was part of our training team for Pertamina Gas Station Operator, and he showed a very good teamwork attitude. He worked with us for less than one year, but he already give positive contributions in training materials development and training methods improvement.



Adi Guntari 1st

Non-Technical Trainer di PT Hyundai Motors Indonesia August 15, 2021, Adi reported directly to Doddy Ariesta

All LinkedIn members





I have worked with Pak Doddy for six months in PT Maxindo Renault Indonesia. He is my direct superior. Six months is a short time, but many knowledge that I get from him especially about Training Management. He is the best expertise in Training Management I have ever know, very practical and easy to understand. Everything feel so easy when working with you Pak. Thank you for opening my mind Pak.









# PT IMTIYAZ LEARNING CONSULTING





# MEET THE EXPERT

**Upskilling your Talent with High Touch Technology Solutions** 

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## THE NETWORKS

Sales Strategic, Channel Management



Adhitya

Manufacturing, PPIC, Supply Chain



Willi

Strategic HRD, Organization **Transformation** 



Susilo

**Purchasing** 



Procurement,



G. Raharja

Salesmanship, PPPIC, **Warehouse Mgmt** 



Wangsa

Strategic Direct Selling, MLM



Ryan

Technical, After Sales Management



Yuriski

HRD, Industrial Relations



Kasman

UMKM, Halal **Micro Finance** Center



Andri



Dini

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