

PT IMTIYAZ LEARNING CONSULTING



COMPANY PROFILE

2025

Upskilling your Talent with High Touch Technology Solutions

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About Us



ABOUT US

www.imtiyazlearnings.com



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.



Establish since 2021



Imtiyaz Learning & Consulting



imtiyazlearnings



Imtiyaz Learnings



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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 in-depth 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



International
Training Course

National
Certified



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.



RENAULT

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

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 300K Monthly sales, within 9 months.



Nestlé

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

SGS

100% Sales Growth in B2B Key Clients



500% Sales Growth in Low Season

GROWTH



- 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.

CARSOME

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.

STRATEGIC PARTNERS



Lembaga Management Fakultas Ekonomi Universitas Indonesia (Institute of Management FEB UI) is Prominent Research Based Consulting Institution in Indonesia.



Talentvis
ACADEMY

TalentVis Academy is a Leading Global Training Company based in Singapore.



KIKOM Marketing Agency is a Passionate and Expert in Company Branding, Personal Branding, Advertising, and Creative Design.



TU Center is a MSMEs Development Center Dedicated to Fostering the Establishment of a Visionary, Creative Generation prepared to meet Forthcoming Challenges.

90+ COMPANIES WE HAVE HELPED



Tupperware® **MOTUL**



Amway



VIVERE
GROUP



GGG



quran cordoba

PRESENTA



Bank Azaz



90+ COMPANIES WE HAVE HELPED

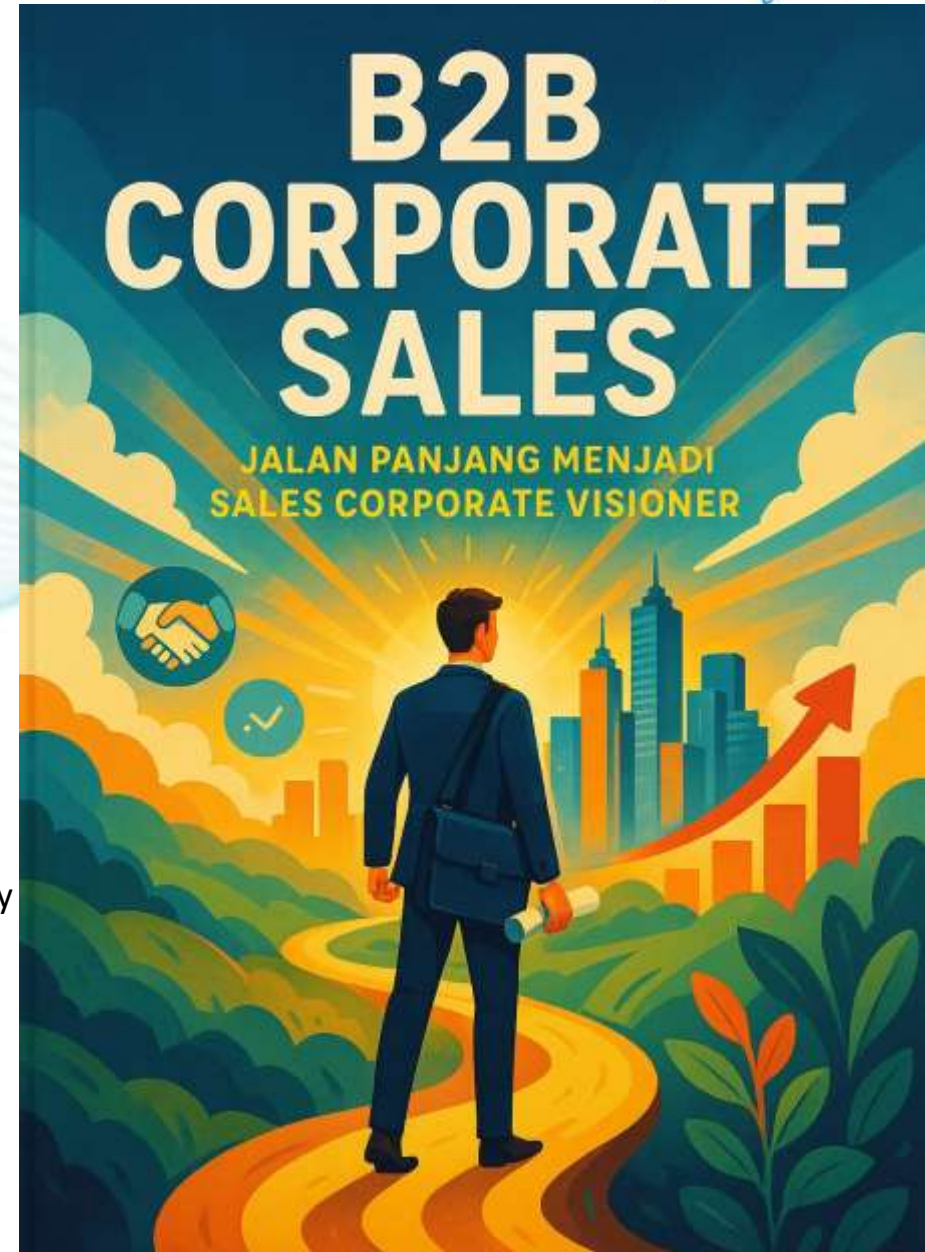


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|---|------------------------------------|--|
| 1. Nestle Indonesia | 21. Tangkas Cipta Optimal (TACO) | 41. Gema Graha Sarana, Tbk |
| 2. Tupperware Indonesia | 22. VIVERE Group | 42. Lavender Bina Cendekia, Tbk |
| 3. Nissan Motor Indonesia | 23. Dan Liris Group | 43. YCAB Ventures |
| 4. Motul Indonesia Energy | 24. Panatrade Caraka | 44. Hukum Online |
| 5. M. Renault Indonesia | 25. Prestasi Retail Innovation | 45. Vivere Multi Kreasi |
| 6. Blimobil.co.id – Nawa Carciege Indonesia | 26. Andifa Perkasa Energi | 46. Prasetya Gema Mulia |
| 7. Carsome Indonesia | 27. Efrata Garmino | 47. Aida Rattan |
| 8. Amway Indonesia | 28. Ambassador Garmino | 48. Natura Dental Care |
| 9. Jafra Cosmetics Indonesia | 29. Kana Sejahtera | 49. Aremi Hj Rullie |
| 10. SGS Indonesia | 30. Multiyasa Abadi Sentosa | 50. Bimbel Pejuang UI |
| 11. Pertamina (SPBU) | 31. Andifa Zayeen Perkasa | 51. Kedai Uli Mufidah |
| 12. Pertamina Training Consulting | 32. Bank Azaz – Kalimantan Selatan | 52. Syafaria Utama Selaras |
| 13. Pertamina Lubricants | 33. Andifa Kharisma Borneo Pratama | 53. TalentVis Academy (Global Company) |
| 14. Solusi Prima Packaging | 34. Azaz Ships Services | 54. Lembaga Management Univ. Indonesia |
| 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 | |

90+ COMPANIES WE HAVE HELPED



- | | |
|--|---|
| 55. Adib Cold Logistic | 76. Samudera Pelabuhan Indonesia |
| 56. Cumawis | 77. Samudera Perdana |
| 57. Ista Indonesia | 78. Samudera Perkapalan Indonesia |
| 58. Ista Rasa | 79. Satuan Harapan Indonesia |
| 59. Maruzen Samudera Taiheiyo | 80. Silkargo Indonesia |
| 60. Masaji Kargosenta Tama | 81. Tangguh Lestari Samudera |
| 61. Masaja Prayasa Cargo | 82. Tangguh Samudera Jaya |
| 62. Masaji Tatanan Kontainer Indonesia | 83. Tata Bandar Samudera |
| 63. Pelabuhan Samudera Palaran | 84. Tata Energi Samudera |
| 64. Perusahaan Pelayanan Nusantara Panurjwan | 85. Yasa Wahana Tirta Samudera |
| 65. Praweda Ciptakarsa Informatika | 86. Galangan Samudera Madura |
| 66. Samudera Agencies Indonesia | 87. Samudera Logistics Services |
| 67. Samudera Energi Tangguh | 88. Samudera Niaga Tangguh |
| 68. Samudera Daya Maritim | 89. Samudera Indonesia Group |
| 69. Samudera Fabrikasi Indonesia | 90. Samudera Indonesia Corporate University |
| 70. Samudera Indonesia Amanah Prima | 91. Gelora Aksara Pratama |
| 71. Samudera Indonesia Logistik Kargo | 92. Suma Alpha Indonesia |
| 72. Samudera Indonesia Ship Management | 93. Erlass Prokreatif Indonesia |
| 73. Samudera Konsultan Indonesia | 94. Erlangga Group |
| 74. Samudera Logistics Services | |
| 75. Samudera Niaga Tangguh | |



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
5. 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

FMCG

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

Direct Selling Companies

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

Pharmacy

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

Other Industries

1. 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.

Recruitment & Selection Experienced



PT Lavender Bina Cendikia Tbk

1. Recruitment Sales & Marketing Team
2. Selection Sales & Marketing Team
3. Training Sales & Marketing Team
4. Field Coaching Sales & Marketing Team



PT Syafaria Utama Selaras

1. Recruitment Sales Team
2. Selection Sales Team
3. Training Sales Team
4. Field Coaching Sales Team



Recruitment Method

1. Open Recruitment in LinkedIn
2. Recruitment by Referrals
3. Recruitment by Head Hunting (Direct Approach to Candidates)

Selection Method

1. Psychological Test : DISC and Other Test
2. Written Technical Assessment
3. Behavior Event Interview
4. Presentation
5. Role Play & Simulation
6. Medical Test if needed

Let's Discuss & Share!

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

doddy.ariesta@imtiyazlearnings.com

Dini Mufidah, S.Pi

Director Sales & Operational

dini.mufidah@imtiyazlearnings.com



Imtiyaz Learning & Consulting



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APPENDIX

Upskilling your Talent with High Touch Technology Solutions

CONSULTING AT CLIENT SITES



PRESENTING THE GTM STRATEGY CONCEPT



KICK OFF THE PROJECT



HRD CONSULTING



MARKETING CONSULTING



SALES CONSULTING



DELIVERY METHOD

SALES TRAINING



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

LEADERSHIP TRAINING



DELIVERY METHOD

COMPETENCE DELIVERY



GROUP DISCUSSION



ATTENTIVE LEARNERS



FUN LEARNING AMBIENCE



"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*

ENTHUSIAST TRAINER



DYNAMIC ROLE PLAY



GROUP PROJECT



GROUP PRESENTATION



INTERACTIVE VIDEO LEARNING @LMS IMTIYAZ





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 kelebihan sebuah produk

[Read More »](#)



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 : 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 »](#)



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 »](#)



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 »](#)



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

[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 : 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

[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 : 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

[Read More »](#)



TESTIMONIES

Upskilling your Talent with High Touch Technology Solutions

The Testimonies



Peter Kropp · 1st

Global Director the Body Shop at Home

April 7, 2016, Peter managed Doddy Ariesta directly

All LinkedIn members

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

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-natioanl 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.



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The Testimonies



Evelyn Klepic · 1st

Country Director France

July 11, 2015, Evelyn 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. Evelyn 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!



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The Testimonies



Arini Tathagati · 1st

Human Capital & General Affair Manager at PT Pertamina Training & Consulting

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

On

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.



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PT IMTIYAZ LEARNING CONSULTING



MEET THE EXPERT

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THE NETWORKS



Sales Strategic, Channel Management



Adhitya

Manufacturing, PPIC, Supply Chain



Willi

Strategic HRD, Organization Transformation



Susilo

Procurement, Purchasing



Putu

L&D, Pharma



G. Raharja

Salesmanship, PPPIC, Warehouse Mgmt



Wangsa

Strategic Direct Selling, MLM



Ryan

Technical, After Sales Management



Yuriski

HRD, Industrial Relations



Kasman

Micro Finance



Andri

UMKM, Halal Center



Dini

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Doddy Ariesta Afriyana

Founder & Director Learning Experience & Solutions

doddy.ariesta@imtiyazlearnings.com

Dini Mufidah, S.Pi

Director Sales & Operational

dini.mufidah@imtiyazlearnings.com



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