

# ARUN GOSWAMI

Sales Training & Leadership Development Specialist | Overseas Education & Immigration Consultant

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## PROFILE SUMMARY

Results-driven Sales, Training & Leadership Development professional with 20+ years of experience designing and delivering sales, communication, and behavioral training for over 100,000 corporate executives across the BFSI, insurance, and automotive sectors. Proven track record building L&D functions from the ground up, leading nationwide training teams, and driving measurable productivity gains through coaching, TNA, and structured development pathways. Since 2020, has run an independent training and coaching practice alongside a growing overseas education and immigration consulting business, advising clients on PR and work permit visa processing. Combines deep instructional design expertise with strong client-facing consulting skills, and is equally effective leading enterprise L&D functions or building client relationships in a consulting/freelance capacity.

## CORE SKILLS

- Sales Training & SPANCO Process
- Consultative & Concept Selling
- Leadership & Sales Enhancement
- Learning & Organizational Development
- Client Relationship Management
- Training Needs Analysis (TNA)
- GROW Life Coaching Methodology
- Kirkpatrick Evaluation Model
- NLP & Science of Persuasion
- Public Speaking & Presentation Skills
- Overseas Education Counselling
- PR & Work Permit Visa Processing
- B2B2C Distribution & Channel Sales
- Team & People Management
- SWOT Analysis & SMART Goal Setting
- Mindfulness-Based Coaching

## PROFESSIONAL EXPERIENCE

### Independent Sales, Communication & Leadership Trainer / Coach

01/2020 – Present

*Self-Employed, Kolkata*

- Deliver corporate sales, communication, and behavioral training programs for clients including Maruti Suzuki India Ltd. ("Campus to Corporate" automotive induction program), Dignity Enterprises (hospitality & manpower sector sales training), and Airtel franchisees (communication and presentation skills, produced with Badabusiness.com/Dr. Vivek Bindra).
- Design career development pathways, certification-linked training modules, and on-the-job training programs that improved sales productivity while maintaining favorable cost-to-revenue ratios.
- Created a Productivity Enhancement Program that lifted team productivity within three months, and a Knowledge Enhancement Program for B2B2C business models.

### Overseas Education & Immigration Consultant

01/2020 – Present

*Self-Employed, Kolkata*

- Advise prospective students and skilled professionals on overseas education pathways, permanent residency (PR), and work permit visa processing, guiding clients end-to-end from country/program selection through documentation and application submission.
- Build and manage a client-facing consulting practice, applying the same relationship management, needs analysis, and communication skills developed over two decades in sales and training leadership.

### Chief Manager – Head, Learning & Development

09/2018 – 01/2020

*D2C Broking Pvt. Ltd. – Renewbuy.com*

- Led identification and design of learning and organizational development initiatives supporting critical business priorities, reporting to the Chief People Officer and Chief Business Officer.
- Developed and delivered solutions to enhance sales productivity and profitability, and led development programs across all levels of the organization.
- Partnered with Product, Technology, and HR Business Partner teams to design and implement organization-wide learning and talent management processes; authorized all e-learning content and modules on the employee learning path.

### Deputy Manager – Head, Training & Development

04/2016 – 08/2018

- Headed sales training and organizational development, leading Sales Development and Management Development Programs company-wide.
- Owned induction programs covering product, sales, quality, communication, and behavioral training, plus sales mentoring; conducted TNA, productivity enhancement programs, and appraisal sessions with HR.
- Managed training budget structuring and vendor relationships.

### **Zonal Training Head**

06/2014 – 03/2016

*AppsDaily Solutions Pvt. Ltd.*

- Owned IRDA compliance training for Principal Officer and Authorised Verifier certification, and led capability-based training design across performance categories.
- Delivered management and leadership development workshops, reporting to the Vice President – Client Relationship and Customer Care.

### **Circle Training Manager**

01/2013 – 05/2014

*Max Life Insurance Company Ltd. – Axis Bank*

- Headed the retail sales training module for the West and Central zones, leading sales and client relationship development programs and management counselling sessions.
- Delivered specialized training on sales process and selling skills for retail and B2B2C business models; launched a new service-center training initiative, reporting to the National Training Head.

### **Training Manager**

08/2010 – 12/2012

*Max Bupa Health Insurance Company Ltd.*

- Managed training across 82 Axis Bank branches, covering training needs analysis, sales call feedback, and annual performance appraisals in consultation with the Circle Sales Head.
- Designed and delivered individualized and group training and development plans to raise productivity.

### **Branch Sales Trainer**

09/2007 – 08/2010

*Aviva Life Insurance Company India Ltd.*

- Developed and designed training content spanning sales process, consultative selling, objection handling, cross-sell/up-sell, financial and retirement planning, and customer service; delivered training across the Pune circle.
- Conducted induction and orientation for Relationship Officers and tracked training ROI, including for the Axis Bank channel.

### **Unit Manager**

06/2006 – 08/2007

*ICICI Prudential Life Insurance Company India Ltd., Pune*

- Delivered training to Agency, Direct Marketing, and Alternate/Third-Party Distribution channels, including IC 33/IC 34 certification and refresher programs for financial advisors, sales managers, and branch managers.

### **Team Leader – Telemarketing & Sales**

06/2001 – 05/2006

*Caltel Communication Pvt. Ltd., New Delhi*

- Led a team of 25 sales executives and 10 telesales executives across South Delhi and Gurgaon, driving revenue growth through targeted lead generation and closure strategies.
- Owned induction, product, and process training, and identified/activated potential markets to achieve monthly productivity targets.

## **CERTIFICATIONS**

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|--------------------------------------------------|--------------------------------------------------------|
| • Science of Leadership Certification Course     | • Public Speaker & Audience Captivation                |
| • NLP in Sales – Sell More, Persuade & Influence | • AMFI Certification                                   |
| • Master Communicator                            | • POSH (Prevention of Sexual Harassment) Certification |

## **EDUCATION**

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### **Bachelor of Science, Industrial Chemistry**

Delhi University, New Delhi | 1998 – 2001

## **LANGUAGES**

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English (C2, Proficient) • Hindi (C2, Proficient) • Bengali (C2, Proficient) • Marathi (A2, Elementary)