

TRAINER PROFILE



Arun Goswami

Sales Training & Coaching | Communication | Leadership Development

20+

Years of Experience

100,000+

Executives Trained

3

Industries: BFSI, Insurance, Auto

- Sales Training & Coaching

- Effective Communication

- Business Etiquette

- Leadership Effectiveness

WhatsApp / Call: +91 9903065621

Email: arun.goswami2@gmail.com

[linkedin.com/in/arun-goswami-77413534](https://www.linkedin.com/in/arun-goswami-77413534)

ABOUT ARUN

Building Sales Capability & Leadership Confidence, One Team at a Time

Results-driven Sales, Training & Leadership Development professional with over 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. Arun has built L&D functions from the ground up, led nationwide training teams, and driven measurable productivity gains through coaching, training needs analysis, and structured development pathways. Since 2020, he has run an independent training and coaching practice, partnering with organisations such as Maruti Suzuki India, Airtel franchisee networks, and Dignity Enterprises to build stronger sales, communication and leadership capability at every level.

CORE EXPERTISE

Areas of Specialisation



Training & Coaching Sessions

01

Sales Training & Coaching

End-to-end sales capability building using the SPANCO process, consultative and concept selling, and structured GROW-model coaching. Includes training needs analysis, on-the-job mentoring, and productivity enhancement programs benchmarked to the Kirkpatrick evaluation model.

- Prospecting, objection handling & closing
- B2B2C and channel sales enablement
- Individual coaching & performance tracking

02

Effective Communication Training

Practical workshops in verbal, written and interpersonal communication, public speaking, and audience engagement, drawing on NLP and the science of persuasion to help teams communicate with clarity and confidence in client-facing and cross-functional settings.

- Public speaking & presentation skills
- Active listening & persuasive messaging
- Cross-cultural & client communication

03

Corporate & Business Etiquette

Sessions on professional conduct, workplace behaviour and boardroom presence — covering meeting and email etiquette, client-facing decorum, and POSH-aligned workplace conduct standards, tailored for campus-to-corporate transitions and client-facing teams.

- Professional grooming & workplace conduct
- Meeting, email & client etiquette
- POSH-aligned respectful workplace practices

04

Leadership Effectiveness

Development pathways for emerging and mid-level leaders, built around a five-pillar leadership framework, the GROW coaching model, and 90-day development roadmaps — designed to build decision-making, team management and organisational development capability.

- Five-pillar leadership framework
- Coaching-led people management
- 90-day leadership development roadmap

TRACK RECORD

Trusted by Leading Organisations

- Maruti Suzuki India Ltd.
- Airtel Franchisee Network
- Dignity Enterprises
- Renewbuy.com (D2C Broking)
- BankBazaarInsurance.com
- Max Life Insurance / Axis Bank
- Max Bupa Health Insurance
- Aviva Life Insurance
- ICICI Prudential Life Insurance

CERTIFICATIONS

Credentials & Professional Development

- AMFI Certification
- Science of Leadership Certification Course
- Master Communicator
- Life Coaching Certificate (Beginner to Advanced) — Achology / Udemy
- POSH (Prevention of Sexual Harassment) Certification
- NLP in Sales — Sell More, Persuade & Influence
- Public Speaker & Audience Captivation

EDUCATION & LANGUAGES

B.Sc. Industrial Chemistry — Delhi University (1998–2001)

English (C2) • Hindi (C2) • Bengali (C2) • Marathi (A2)

LET'S WORK TOGETHER

Build a Stronger, More Confident Sales & Leadership Team

Available for corporate training engagements, coaching sessions, and leadership workshops — in person across India or delivered virtually. Reach out to design a program tailored to your team.



WHATSAPP / CALL
+91 9903065621



EMAIL
arun.goswami2@gmail.com



LINKEDIN — CONNECT & FOLLOW
[linkedin.com/in/arun-goswami-77413534](https://www.linkedin.com/in/arun-goswami-77413534)