TRAINER PROFILE · SALES AND GOAL SETTING

Sales is a career worth choosing.

Career talks, goal-setting workshops and selling-skills training by Anwar Barayil

Twenty-seven years with Gillette, P&G and Etisalat in the Gulf, twenty years as an entrepreneur, and verified feedback from the first college session.

Anwar Barayil

WHO I AM

Anwar Barayil

- 27 years with multinationals in the Gulf: Etisalat, Transmed, Gillette
- 20 years running my own businesses in the UAE and India
- Mahe, Kerala born; educated at Madras Christian College, Chennai
- Now based in Chennai, training across South India and beyond



CORPORATE CAREER

From sales clerk to Middle East manager

- Etisalat, Dubai: sales clerk to assistant supervisor in nine years
- Transmed: took a 40 percent pay cut to become a van salesman, rose to unit manager
- Gillette: Area Sales Manager Saudi, Trade Marketing Manager Saudi, Sales Planning and Sales Training Manager Middle East, Trade Marketing Manager Middle East



ENTREPRENEUR

Twenty years building my own businesses

- Mattress retail: one showroom in Abu Dhabi in 2005 to ten outlets across the UAE and India
- Distribution rights for Kerala and Tamil Nadu
- Garment export and chemical import businesses in India
- Wound down through the 2017 downturn and Covid; moved back to India in 2026



WHAT I TEACH

Three sessions, one message

- Career talk: Sales is a career worth choosing, 90 minutes
- Workshop: Goal setting that sticks, half a day with a written exercise
- Course: Selling skills for students and sales teams, one to two days
- Nothing from books. Everything from the field.



PROOF

SAFI Institute, Calicut, 2 November 2026

- Career talk for final-year MBA and PGDM students
- Topics: sales as a career, and objective and goal setting
- The institute collected written feedback from 24 students
- Every number on the next slides comes from those forms



THE SCORES

8.1 out of 10 across nine criteria

- Overall event 8.5, clarity of speech 8.6, satisfaction 8.3
- 92 percent scored clarity of speech 8 or above
- Sales as a career 8.2, body language 8.2, goal setting 8.1
- 75 percent of all 216 ratings were 8 or above



INTENT

What the students will do next

- 96 percent want to learn selling skills (23 of 24)
- 88 percent are willing to pay for them (21 of 24)
- 79 percent will practise goal setting; 79 percent are open to a sales career
- 75 percent would recommend me; the rest were not sure, none said no



IN THEIR WORDS

What they wrote

- He shared nothing from books, it is from his personal experience. Jaseela V
- I got clarity on sales as a career. Shan Omar
- 100 percent perfect one and gets motivation. Ameeq Aqfal
- Good event, clear presentation, a valuable learning experience. Shamila PP



THE HONEST PART

What they asked me to fix

- Students were told to be brutally honest
- The one recurring request: more time
- A 90-minute afternoon slot was too short for the goal-setting exercise
- Fix: offer the half-day workshop format, walk the room, keep the exercise in



FOR COMPANIES

Sales team training

- Field sales, trade marketing and sales planning
- FMCG, telecom and retail experience at Gillette, Transmed and Etisalat
- Built and ran sales teams as an owner, not only as a manager
- Custom length, on your premises



BOOK A SESSION

Let us talk

- Email: anwar.barayil@gmail.com
- Call or WhatsApp: +91 98402 44034
- Based in Chennai: Kerala, Tamil Nadu, Karnataka and Andhra first, anywhere else on request
- Career talk, goal-setting workshop, selling-skills course, corporate training
- Feedback forms and photos available on request



NEXT STEPS

How to Book

1. Choose the format: 90-minute talk, half-day workshop, or 1 to 2 day course
2. Share your batch size and dates
3. Email anwar.barayil@gmail.com or WhatsApp +91 98402 44034
4. Receive a one-page outline within two days
5. Feedback forms are collected at the end of every session