

## INTRODUCTION

A good marketing team represents the face of the company as it needs to project the brand, its key strengths, products, and services appropriately in order to convince customers. For sales of capital equipment, effective marketing assumes far greater significance, more specifically in the case of machine tools and accessories. Indian Machine tool industry systematically requires trained sales & marketing engineers, who are able to effectively differentiate the products' strengths across to the customer and win more business. **To provide an in-depth understanding of technical aspects as well as best practices of sales & marketing strategies, IMTMA is organizing a 6-day online training program on Effective Sales and Marketing of Machine Tools and Accessories on 23 - 28 May 2022 from 0940 to 1330 Hrs each day.**

On 24 May 2022, you may attend **Module 2: CNC Technology and applications.**

## FOCUS AREAS

- Communication structure and presentation skills
- Art of Persuasion
- Behavior during Customer interactions
- Art of Conversations
- Elevator Pitch
- Meeting etiquettes

## FEE PER PARTICIPANT (PER LOGIN)

**Rs. 3000/-**

+18% GST

**IMTMA Members/ Micro Companies/ Individuals/  
Educational Institutions / Students/ IMTMA Non  
Members/ Others**

**USD 360/-**

**Overseas Participants**

**Group Concession : 10% for 3 to 5 and 30% for 6 and more delegates being nominated from the same company**

## FACULTY

This program will be conducted by **Mr. T K Ramesh, Industry Consultant.**

Mr. Ramesh is an undergraduate in Physics, Engineering graduate in Electronics & Communication, Masters in Quality Management (BITS), and PG in Finance (IIM). He is an ISABS professional, a Certified NLP Practitioner, a Facilitator for MBTI, FIRO-B, and Appreciative Inquiry-based interventional learning processes, and a certified coach from SOL (South). Had served as a faculty member in GRC conferences, OD interventional programs, and outbound learning programs. His industry experience of 3 decades spans the areas of Supply Chain, Operations, HRD, Training & Development, OD interventions, and Performance Coaching.

### For Registration Contact

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