



## INTRODUCTION

A good marketing team represents the face of the company as it needs to project the brand, its key strengths, products, and services in order to convince the customers. Being capital equipment, effective marketing assumes far greater significance, specifically in the case of machine tools and accessories. Indian Machine tool industry greatly requires systematically 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 25 May 2022, you may attend Module 3: CNC Technology and applications.**

## FOCUS AREAS

### Module 3: CNC Technology and applications

- Machine tool specifications and design aspects for marketing engineers
- Machine Tool subsystems and accessories
- Critical features of CNC subsystems affecting Machine Tool accuracy and repeatability

## 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. Rajashekara HV, Advisor - IMTMA.**

Mr. Rajashekara HV has 28 years of experience in the Design and Development of Metal cutting machines from various industries like M/s HMT Machine Tools, M/s Johnson Electric International Limited, HongKong, and 7 years as Senior Director, IMTMA Design Institute. He has an overall experience of 35 Years from both shop floor and training.

### For Registration Contact

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### Contact Address

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**REGISTRATION :** Prior registration with an online advance payment is must. Number of participants is limited and will be accepted on 'First Come First Serve' basis. A Certificate of participation will be issued to participants.