Manufacturing Technology Training
An IMTMA initiative

Effective Sales and Marketing of Machine Tools and Accessories
Date : 12 to 17 December, 2022
Time : 0940 Hrs to 1300 Hrs (Online Mode)

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 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 technological aspects as well as best practices of sales & marketing strategies, IMTMA is organizing a 6 day on line training programme on Effective Sales and Marketing of Machine Tools and Accessories.

This programme will benefit Managers and Engineers in Sales & Marketing Function of Machine Tools, Accessories and other Capital Goods viz. Presses, Molding / Die casting machines, Textile machinery, Foundry equipment etc.

***Participants can select and register for individual module**
***Concession available for participants opting for complete programme with all modules**

Click Here For Detailed Brochure (All Modules)

FOCUS AREAS

Module 1: Sales process and major roles of a sales engineer

- The process-based approach of sales, negotiation, customer acceptance, and order management
- Major roles of sales engineer - Market Management, Customer engagement, Need analysis, Contract proposal, order management, and post-installation

(Click here to register only for module 1)

Module 2: Soft skills for sales and marketing engineers

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

(Click here to register only for module 2)

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

(Click here to register only for module 3)

Module 4: Fundamentals of SPC - Sales and Marketing perspective

- Introduction to SPC concepts
- Role of SPC in machine tool acceptance
- Process capability – Cp, Cpk
- Machine capability - Cm

(Click here to register only for module 4)

Module 5: Value-based selling approach

- Marketing strategies for high-value products.
- Value-based selling concepts & Case Studies of high-value machine tools

(Click here to register only for module 5)

Module 6: Commercial aspects for Sales and Marketing engineers

- Commercial aspects, taxation, import/export norms
- Bank Finance & Govt schemes, loans, an extension of cash credit, etc.

(Click here to register only for module 6)

KEY TAKE AWAYS

- After undergoing the programme, the participants will be able to –
- Apply a systematic approach to sales & marketing of machine tools including need analysis and projecting key strengths of the product and services
- Gain in-depth knowledge about the role of sales engineer right from customer engagement to closing the deal

FEE PER PARTICIPANT (PER LOGIN)

Rs. 15000/-
+18% GST
IMTMA Members/ Micro Companies/ Individuals/ Educational Institutions / Students/ IMTMA Non Members/ Others

USD 600/-
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 the following industry experts –

Mr. T K Ramesh, Managing Director, Micromatic Machine Tools

Mr. Ramesh is a Mechanical Engineering graduate from BMS College of Engineering with a PGDBA from Bangalore University, Mr. Ramesh began his career in M/s. BFW has around 30 years experience of in marketing and management of capital equipment (Machine Tools) in the domestic and world markets. He is presently the Managing Director of Micromatic Machine Tools Pvt. Ltd the marketing company of the Ace Micromatic group.

Mr. Rajashekara HV, Advisor - IMTMA.

Mr. Rajashekara HV has 28 years 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

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.

Mr. Gautam Doshi, Advisor - IMTMA

Mr. Doshi is a B.Tech. (Mech) from IIT, Powai, and an industry expert with over 40 years of experience in the Machine Tool and Automotive industry. He has conducted several training programs, seminars & workshops on machine tools and metal cutting-related subjects. Mr. Doshi is former Vice President & Technical Director, PMT Machine Tool Automatics Ltd., Pune, and has also served in Tata Motors for over 5 years.

Mr. A N Chandramouli, Industry Consultant and Board member at Starrag India

Mr. Chandramouli is a Graduate in Mechanical Engineering from NIT, Trichy, and Post Graduate in Management from IIMC. He superannuated as the MD of Starrag India and has now been his Board Member since June 2017. In this capacity, he set up a State of Art manufacturing facility and Technology center in Bangalore Aerospace Park and established the famous WMW brand of Horizontal Machining Centers with significant local content under the Make-In-India vision. Prior to Starrag, he was holding a position as CEO of Makino India. He set up a Vocational Training center at Makino to impart skills for the CNC machine tool industry and its customers.

Mr. Avinash Khare, Head – IMTMA Technology Centre, Pune

Mr. Khare is Electrical Engineer by Qualification and he has worked for over 33 years at Tata Motors Pune in various capacities ranging from R&D in Industrial Electronics, Machine Maintenance, Technology Procurement, Head of Machine Shops, Tool Room Shops Head, Head of Die Design and Champion in Business Excellence. He has taught Instrumentation and Bio-Medical Instrumentation at Pune University as part-time faculty. He is presently working as a Consultant and Head at IMTMA Pune Technology Centre for the last 5 years.

For Registration Contact
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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.