



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 on Dec 12-17, 2022 from 0940 to 1300 hours each day.

On 12 December 2022, you may attend **Module 1: Sales process and major roles of a sales engineer.**

FOCUS AREAS

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

- **Key Issues in Machine Tool Marketing** - Finer aspects of capital equipment marketing, Brand building, Focused marketing techniques
- **Process based approach of sales** - challenges and solutions
- **Sales process** - chart preparation, sales techniques, negotiation with decision makers, etc., customer acceptance and order management
- **Major roles of sales engineer** - Market Management, Customer engagement, Need analysis, Contract proposal, order management and post installation management

FEE PER PARTICIPANT (PER LOGIN)

Rs. 3000/-

+18% GST

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

USD 120/-

Overseas Participants

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

FACULTY

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 and has around 30 years experience of 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.

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.