Manufacturing Technology Training
An IMTMA initiative

Module 2: Soft Skills for Sales and Marketing Engineers
Date : 13 December, 2022
Time : 0900 Hrs to 1300 Hrs (Online Mode)

INTRODUCTION

A marketing professional requires a good mix of both hard skills and soft skills to be able to succeed and thrive. Soft skills also can be referred to as people skills, are the ability to interact amicably with every perceivable professional contact. Communication, among all soft skills assumes the greatest importance, with listening, analytical skills, being open to new ideas, the ability to stay resilient and teamwork being the other important soft skills.

A well rounded marketing professional represents the face of the company and its strengths, products & services. More so for capital goods such as machine tools, where the marketer needs to effectively differentiate the products strengths and win business convincingly. The Indian Machine tool industry systematically opens up new opportunities for sales & marketing engineers and hence drives the need for trained professionals.

Keeping this in mind, IMTMA is organizing a 6-day online training program on Effective Sales and Marketing of Machine Tools and Accessories on 12 – 17 Dec. 2022 from 0940 to 1330 Hrs each day.

On 13 Dec. 2022, you may attend Module 2: Soft Skills for Sales and Marketing Professionals

FOCUS AREAS

Module 2: Soft skills for sales and marketing engineers

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

KEY TAKE AWAYS

- Importance of communication skills to avoid any potential gaps in communication
- How soft skills can enable better engagement of all stakeholders
- Anticipating challenges and facilitating positive situations
- How to make the best first impression on your customers and prospects

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, 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, Certified NLP Practitioner, 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
Ramesh P
Programme Coordinator
9845277682
ramesh@imtma.in

Contact Address
INDIAN MACHINE TOOL MANUFACTURERS' ASSOCIATION
Plot 249F, Phase IV, Udyog vihar,Sector - 18,
Gurgaon - 122015
Tata no- +91-124-6463101
Tel : 0124 4014101 - 04
Fax : +91-124-4014108

imtmatrainning.67038796@hdfcbank

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.