Manufacturing Technology Training
An IMTMA initiative

Module 3: CNC Technology & Applications Sales and Marketing Perspective
Date : 14 December, 2022
Time : 0940 Hrs to 1300 Hrs (Online Mode)

INTRODUCTION

Different types of machining processes are indispensable in the present industrial scenario. And CNC technology has played a major role in its development. Improvements in this sector would facilitate an increase in productivity and a reduction in manufacturing costs. CNC is a system that allows the position of a physical element to be controlled at all times. CNC is used to control machines such as Milling machines or Lathes to manufacture machined parts with precision and accuracy.

This module will cover CNC Technology aspects enabling the sales and marketing engineer to be conversant with critical features of CNC subsystems which will add value during customer interactions.

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 programme on Effective Sales and Marketing of Machine Tools and Accessories between Dec 12-17, 2022 from 0940 to 1300 hours on each day.

On 14 December 2022, you may attend **Module 3: CNC Technology & Applications – Sales and Marketing perspective**

FOCUS AREAS

Module 3: CNC Technology & Applications – Sales and Marketing perspective

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

KEY TAKE AWAYS

- Provides a good understanding of the technology that drives CNC machines
- Sales & marketing professionals shall be able to leverage technological aspects during the sales process

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

PARTICIPANT PROFILE

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

FACULTY

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

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.