Manufacturing Technology Training
An IMTMA initiative

Module 5: Value Based Selling Approach
Date : 16 December, 2022
Time : 0940 Hrs to 1300 Hrs (Online Mode)

INTRODUCTION

Value-based selling is an approach that focuses on benefitting the customer throughout the sales process. Sales and marketing professionals focus on taking a consultative approach to provide value to the customer so that the buying decision is made based on the potential value the capital equipment can provide to their organization. The goal of value based selling is to put the needs of the customer first, guiding them step by step throughout the sales process to make an informed decision to best suit their needs. Once this approach is followed with diligence, this should lead to satisfactory procurement of the capital equipment.

Keeping this in mind, IMTMA is organizing a session on Value based selling approach, as part of the 6-day online training programme on Effective Sales and Marketing of Machine Tools and Accessories from Dec 12-17,2022 from 0940-1300 hours each day.

On 16 December 2022, you may attend **Module 5: Value based selling approach.**

FOCUS AREAS

Module 5: Value based selling approach

- Marketing strategies for high-value products
- Value-based selling concepts
- Understanding customer requirements
- Blue ocean strategy
- Case Studies of selling high-value machine tools

KEY TAKE AWAYS

- Understand value-based selling
- Explore the principles of Value-based selling
- Check out the value selling framework,
- Go through the process with examples of what it might look like in practice

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. 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 is a Former Board Member. 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 the position as CEO of Makino India. He set up a Vocational Training center at Makino to impart skills to CNC machine tool industry and its customers.

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.