Manufacturing Technology Training
An IMTMA initiative

Module 6: Commercial Aspects for Sales and Marketing Engineers
Date : 17 December, 2022
Time : 0940 Hrs to 1300 Hrs (Online Mode)

INTRODUCTION

Investment in capital equipment often runs into a high value with long sales cycles covering various aspects of the equipment. Selling capital equipment purely on the basis of technical expertise alone, may not be sufficient. Often during the procurement of Captial equipment, there are a number of stakeholders which include the technical buyer as well as the economic buyer. Sometimes a committee could be formed for evaluating different offers from both technical as well as economic points of view. Beyond the price comparisons, commercial aspects come into play where offers are often evaluated on technology, warranty, LD, spares, Installation, commissioning schedule, bank guarantees and more. Hence the sales and marketing professional must have a thorough understanding of all the commercial aspects to effectively win business.

Keeping this in mind, IMTMA is conducting a detailed program on Commercial aspects for Sales and marketing engineers, as part of the 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 17 December 2022, you may attend **Module 6: Commercial aspects for Sales and Marketing engineers.**

FOCUS AREAS

Module 6: Commercial aspects for Sales and Marketing engineers

- Commercial aspects
- Depreciation benefits
- Taxation norms
- Importance of correct documentation with GSTIN
- Import / Export duty structure
- Bank Finance options, loans, extension of cash credit etc.
- Knowledge about Insolvency and Bankruptcy (IBC) Law
- Post Covid 19 - GOI schemes for industry and MSME

KEY TAKE AWAYS

- Understand the commercial aspects of selling capital equipment to organizations
- Build the right competitive edge by leveraging commercial aspects
- Aligning the sales process as per Government schemes / Finance options/grants

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. 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 Shop 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 Consultant and Head at IMTMA Pune Technology Centre for last 5 years.

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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.