

**Last date for registration 05 June 2024**

## INTRODUCTION

Gear up for a transformative full-day seminar led by Sales Coach RJ, where the focus will be on mastering the art of negotiation specifically tailored for machine tools salesmen. Organize at your premises, an immersive experience as your team delves into the strategies that will empower them to **"Negotiate to Win."**

## FOCUS AREAS

- In-depth exploration of negotiation psychology and tactics for machine tools sales.
- Practical insights on handling objections and turning challenges into opportunities.
- Role-playing scenarios to sharpen your negotiation skills in a real-world context.
- Proven techniques to secure favourable deals and cultivate long-term client partnerships.
- This exclusive in-person event is your ticket to gaining a competitive edge in the machine tools industry. Sales Coach RJ brings a wealth of experience and a proven track record of success to guide participants towards becoming a master negotiator.
- Seize this opportunity to enhance negotiation prowess and position your team for unparalleled success in machine tools sales.

## KEY TAKE AWAYS

Key takeaways from a sales workshop on "Negotiate to Win" for salesmen in machine tools and manufacturing companies could include:

- **Understand the Value Proposition:** Learn to clearly communicate the unique value and benefits of your products or services to potential customers. Highlight how your offerings solve their specific problems or improve their operations.
- **Build Rapport and Trust:** Focus on building strong relationships with customers based on trust and mutual respect. Effective communication, active listening, and empathy play crucial roles in establishing rapport.
- **Prepare Thoroughly:** Preparation is key to successful negotiations. Research your prospects, understand their needs and pain points, and anticipate potential objections. Develop a strategy and backup plans for different scenarios.
- **Focus on Win-Win Outcomes:** Aim for mutually beneficial agreements where both parties feel satisfied with the deal. Avoid overly aggressive tactics that may strain relationships or lead to unfavourable long-term consequences.
- **Master the Art of Persuasion:** Learn persuasive techniques such as storytelling, providing social proof (e.g., customer testimonials), and using data and facts to support your arguments. Tailor your approach to appeal to the prospect's interests and motivations.
- **Handle Objections Professionally:** Expect objections during negotiations and be prepared to address them calmly and professionally. Understand the root cause of objections and offer solutions or alternatives that alleviate concerns.
- **Negotiate Value, Not Just Price:** Emphasize the value of your offering beyond just the price. Highlight features, benefits, ROI, and long-term value to justify the price and differentiate from competitors.
- **Stay Flexible and Adapt:** Be adaptable and willing to adjust your negotiation strategy based on new information or changing circumstances. Flexibility can lead to creative solutions and better outcomes for both parties.
- **Follow Up and Follow Through:** After reaching an agreement, ensure prompt follow-up and fulfilment of commitments. Maintain open communication and continue to nurture the relationship for potential future opportunities and referrals.
- **Continuous Learning and Improvement:** Treat each negotiation as a learning experience. Reflect on what worked well and areas for improvement. Stay updated with industry trends, market dynamics, and negotiation best practices to refine your skills over time.

## PARTICIPATION FEE

**Rs. 6600/-**

+18% GST

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

**USD 260/-**

**Overseas Participants**

**Group Concession : 10% for 3 to 5 and 20% for 6 and more delegates being nominated from the same company**

## FACULTY

This Program will be conducted by **Mr. Riddhish Jalnapurkar,**

**Mr. Riddhish Jalnapurkar,** an Engineering Graduate with 28 years of rich and on the ground experience in the field of selling small to high value and simple to highly technical equipment (made in India, China and Europe) and projects in India. He has had the privilege to travel extensively within India, Europe, USA, Canada, China, South East Asia, Gulf Countries, South Africa.

He founded, Sales Insight India, with a vision to help People, Companies and Countries prosper by sharing the insights and wisdom earned during innumerable travels, meeting amazing people and learning from them, exposure to various cultures around the world.

He is “Forever Passionate about Sales and People.”

He has successfully helped establish on a solid foundation - Indian, Canadian, Italian, Austrian, Chinese metal working machines manufacturing companies in the extremely competitive and price sensitive Indian Market.

He has consistently delivered fantastic sales results for local and global companies, irrespective of market conditions. He has been involved from the word go in concluding contracts worth millions of Euros during his journey as a Salesman.

He conducts regular Sales workshops at Ahmedabad Management Association and in company workshops. He addressed post graduate students at SDA Bocconi, Entrepreneurship Development Institute, Nirma University. He has also addressed forums at IMTMA, Indo Italian Chamber of Commerce and Maharashtra Chamber of Commerce.

During his workshops, engages audience with real life examples, stories and wisdom earned over 28 years of sales. His book – Selling in India, the journey of a Salesman is available on Amazon and is now in second edition.

### For Registration Contact

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**REGISTRATION :** Prior registration for participation is necessary. Number of participants is limited and will be accepted on 'First Come First Serve' basis. A Certificate of participation will be issued to participants.

**Important Information :** Participation fee includes, course material, working lunch and tea / coffee. Interested companies are requested to register online by clicking on 'REGISTER' button and by filling up the nomination authority and participant's details in specified form.