

INTRODUCTION

Welcome to the "**Be a Sales Superstar**" one-day workshop designed for all industry salesmen. This workshop aims to equip you with the essential skills, strategies, and techniques needed to excel in the challenging field of selling machine tools. Whether you are a beginner or an experienced sales professional, this workshop will provide you with valuable insights and practical knowledge to enhance your sales performance and achieve outstanding results.

Conclusion: By actively participating in the "Be a Sales Superstar" one-day workshop for all industry salesmen, you will gain the necessary skills, knowledge, and confidence to excel as a top-performing sales professional. Embrace the opportunity to learn from industry experts, network with fellow salespeople, and enhance your career in the machine tools industry. Together, let's unlock your potential and pave the way for remarkable success in machine tools sales!

FOCUS AREAS

During this one-day workshop, you will:

- Develop effective selling techniques tailored to the machine tools industry.
- Master the art of building rapport with customers to establish trust and long-lasting relationships.
- Learn how to identify customer needs and align them with suitable machine tool solutions.
- Enhance your product knowledge and effectively communicate the features and benefits of machine tools.
- Discover strategies to overcome common objections and close sales successfully.
- Gain insights into effective negotiation techniques to maximize deal profitability.
- Learn strategies for lead generation and expanding your customer base.
- Develop strong presentation skills to showcase the value of machine tools.
- Explore the importance of continuous learning and professional development within the sales field.

KEY TAKE AWAYS

The workshop will cover the following key topics:

- Mastering the Mindset of a Sales Superstar
 - Developing a positive attitude and mindset for success.
 - Setting clear goals and strategies for personal and professional growth.
- Understanding the Machine Tools Industry
 - Gaining a comprehensive understanding of machine tools and their applications.
 - Staying up-to-date with industry trends, technologies, and competitors.
- Building Rapport and Trust
 - Techniques for building strong relationships with prospects and customers.
 - Effective communication skills to establish trust and credibility.
- Needs Analysis and Solution Selling
 - Identifying customer needs and aligning them with suitable machine tool solutions.
 - Presenting the unique selling proposition of the products effectively.
- Handling Objections and Closing Techniques
 - Strategies to overcome common objections and address customer concerns.
 - Effective closing techniques to finalize sales successfully.
- Negotiation Skills for Sales Success
 - Understanding negotiation tactics and strategies.
 - Achieving win-win outcomes and maximizing deal profitability.
- Lead Generation and Customer Acquisition
 - Proven strategies for generating leads and expanding the customer base.
 - Building and nurturing valuable business relationships.
- Presenting the Value of Machine Tools
 - Effective presentation techniques to communicate the value proposition of machine tools.
 - Showcasing product features, benefits, and competitive advantages.
- Continuous Learning and Professional Development
 - The importance of ongoing learning and staying updated in the evolving world of machine tools sales.
 - Resources and strategies to continue personal and professional growth beyond the workshop.

FEE PER PARTICIPANT (PER LOGIN)

Rs. 7500/-

+18% GST

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

USD 300/-

Overseas Participants

Group Concession : 10% for 3 to 5 and 30% 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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