

## INTRODUCTION

A good marketing team represents the face of the company as it needs to project the brand, its key strengths, products and services in order to convince the customers. Being capital equipment, effective marketing assumes far greater significance, specifically in case of machine tools and accessories. Indian Machine tool industry greatly requires systematically trained sales & marketing engineers who are able to effectively differentiate the products' strengths across to the customer and win more business. To provide an in-depth understanding of technological aspects as well as best practices of sales & marketing strategies, IMTMA is organizing a 6 day on line training programme on Effective Sales and Marketing of Machine Tools and Accessories.

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

## FOCUS AREAS

Module 1: Sales process and major roles of a sales engineer

- Process based approach of sales, negotiation, customer acceptance and order management
- Major roles of sales engineer - Market Management, Customer engagement, Need analysis, Contract proposal, order management and post installation

([Click here](#) to register only for module 1)

Module 2: Soft skills for sales and marketing engineers

- Communication structure and presentation skills

Art of Persuasion

- Behaviour during Customer interactions

Art of Conversations

Elevator Pitch

Meeting etiquettes

([Click here](#) to register only for module 2)

Module 3: Value based selling approach

- Marketing strategies for high value products.
- Value based selling concepts & Case Studies of high value machine tools

([Click here](#) to register only for module 3)

Module 4: CNC Technology & Applications – Sales and Marketing perspective

- Machine tool specifications and design aspects for marketing engineers
- Machine Tool sub systems and accessories

([Click here](#) to register only for module 4)

Module 5: Fundamentals of SPC - Sales and Marketing perspective

- Introduction to SPC concepts

Role of SPC in machine tool acceptance

- Process capability – Cp, Cpk

Machine capability - Cm

([Click here](#) to register only for module 5)

Module 6: Commercial aspects for Sales and Marketing engineers

- Commercial aspects, taxation, import / export norms
- Bank Finance & Govt schemes, loans, extension of cash credit etc.

([Click here](#) to register only for module 6)

## KEY TAKE AWAYS

- After undergoing the programme, the participants will be able to –
- Apply a systematic approach to sales & marketing of machine tools including need analysis and projecting key strengths of the product and services
- Gain in-depth knowledge about the role of sales engineer right from customer engagement to closing the deal

## FEE PER PARTICIPANT (PER LOGIN)

**Rs. 10000/-**

+18% GST

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

## FACULTY

This programme will be conducted by following industry experts -

### Mr. T K Ramesh, Managing Director, Micromatic Machine Tools

Mr. Ramesh is a Mechanical Engineering graduate from BMS College of Engineering with a PGDBA from Bangalore University, Mr. Ramesh began his career in M/s. BFW and has around 30 years experience of marketing and management of capital equipment (Machine Tools) in the domestic and world markets. He is presently the Managing Director of Micromatic Machine Tools Pvt. Ltd the marketing company of the Ace Micromatic group.

### Mr. T K Ramesh, Industry Consultant

Mr. Ramesh is an undergraduate in Physics, Engineering graduate in Electronics & Communication, Masters in Quality Management (BITS) and PG in Finance (IIM). He is an ISABS professional, Certified NLP Practitioner, Facilitator for MBTI, FIRO-B and Appreciative Inquiry based interventional learning processes and a certified coach from SOL (South). Had served as a faculty member in GRC conferences, OD interventional programs and outbound learning programs. His industry experience of 3 decades spans the areas of Supply Chain, Operations, HRD, Training & Development, OD interventions and Performance Coaching.

### 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 now its Board Member since June 2017. 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 a significant local content under Make-In-India vision. Prior to Starrag, he was holding position as CEO of Makino India. He setup a Vocational Training center at Makino to impart skills for CNC machine tool industry and its customers.

### Mr. S K Gupta, Industry Consultant

Mr. S K Gupta, has worked as an Assistant General Manager, Machine Design & Business Development, Tata Motors - Machine Tools division, Pune. He has over 3 decades of professional experience in the field of Machine Tools and Fixturing practices.

### Mr. Gautam Doshi, Advisor - IMTMA

Mr. Doshi is a B.Tech. (Mech) from IIT, Powai and an industry expert with over 40 years of experience in Machine Tool and Automotive industry. He has conducted several training programmes, seminars & workshops on machine tool and metal cutting related subjects. Mr. Doshi is former Vice President & Technical Director, PMT Machine Tool Automatics Ltd., Pune and has also served in Tata Motors for over 5 years.

### 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.

## For Registration Contact

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