

## 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.

This program provides 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.

**On 7 December 2020**, you may attend the module on **Sales process and major roles of a sales engineer**.

## FOCUS AREAS

- 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

## FEE PER PARTICIPANT (PER LOGIN)

**Rs. 2000/-**

+18% GST

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

## FACULTY

### **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.

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