



## 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,

Keping this in view, IMTMA is organizing a 6 day on line training programme on Effective Sales and Marketing of Machine Tools and Accessories.

**On 8 December 2020**, you may attend the **Module 2: Soft skills for sales and marketing engineers**.

## FOCUS AREAS

- Communication structure and presentation skills
- Art of Persuasion
- Behaviour during Customer interactions
- Art of Conversations
- Elevator Pitch
- Meeting etiquettes

## 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, 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.

## For Registration Contact

**Ramesh P**  
**Programme Coordinator**  
9845277682  
[ramesh@imtma.in](mailto:ramesh@imtma.in)  
**Dhananjay Talmale**  
9767164221  
[dhananjay@imtma.in](mailto:dhananjay@imtma.in)

## Contact Address

**INDIAN MACHINE TOOL MANUFACTURERS' ASSOCIATION**  
Plot 249F, Phase IV, Udyog vihar, Sector - 18,  
Gurgaon - 122015  
Tata no- +91-124-6463101  
Tel : 0124 4014101 - 04  
Fax : +91-124-4014108



imtmatraining.67038796@hdfcbank



**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.