

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,

Keeping this in view, 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.

On 9 December 2020, you may attend the **Module on CNC Technology & Applications - Sales and Marketing perspective.**

FOCUS AREAS

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

FEE PER PARTICIPANT (PER LOGIN)

Rs. 2000/-
+18% GST

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

FACULTY

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.

For Registration Contact

Ramesh P
Programme Coordinator
9845277682
ramesh@imtma.in
Dhananjay Talmale
9767164221
ghananjay@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

