

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.

On 10 December 2020, you may attend the **Module on Fundamentals of SPC - Sales and Marketing perspective**.

FOCUS AREAS

- Introduction to SPC concepts
- Role of SPC in machine tool acceptance
- Process capability – Cp, Cpk
- Machine capability - Cm

FEE PER PARTICIPANT (PER LOGIN)

Rs. 2000/-
+18% GST

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

FACULTY

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.

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

