



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 December 9, 2020, you may attend this module on **Value-based selling approach**.

FOCUS AREAS

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

FEE PER PARTICIPANT (PER LOGIN)

Rs. 2000/-

+18% GST

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

FACULTY

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.

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