



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 12 December 2020, you may attend the **Module on Commercial aspects for Sales and Marketing engineers.**

FOCUS AREAS

- Commercial aspects, taxation, import / export norms
- Bank Finance & Govt schemes, loans, extension of cash credit etc.

FEE PER PARTICIPANT (PER LOGIN)

Rs. 2000/-

+18% GST

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

FACULTY

Mr. Avinash Khare, Head - IMTMA Technology Centre, Pune

Mr. Khare, is Electrical Engineer by Qualification and he has worked for over 33 years at Tata Motors Pune in various capacities ranging from R&D in Industrial Electronics, Machine Maintenance, Technology Procurement, Head of Machine Shops, Tool Room Shop Head, Head of Die Design and Champion in Business Excellence. He has taught Instrumentation and Bio Medical Instrumentation at Pune University as part time faculty. He is presently working as Consultant and Head at IMTMA Pune Technology Centre for last 5 years.

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