



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.

To provide 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 19 – 24 July, 2021.

On 23 July 2021, you may attend **Module 5: Value based selling approach.**

FOCUS AREAS

Module 5: Value based selling approach

- Marketing strategies for high value products
- Value based selling concepts
- Understanding customer requirements
- Blue ocean strategy
- Case Studies of selling high value machine tools

FEE PER PARTICIPANT (PER LOGIN)

Rs. 2500/-

+18% GST

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

USD 75/-

Overseas Participants

FACULTY

This programme will be conducted by **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.

For Registration Contact

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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.