



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.

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 20 July 2021, you may attend **Module 2: CNC Technology & Applications - Sales and Marketing perspective**

FOCUS AREAS

Module 2: CNC Technology & Applications - Sales and Marketing perspective

- Machine tool specifications and design aspects for marketing engineers
- Machine Tool sub systems and accessories
- Critical features of CNC sub systems affecting Machine Tool accuracy and repeatability

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. Rajashekara HV, Advisor - IMTMA.**

Mr. Rajashekara HV has 28 years' experience on Design and Development of Metal cutting machines from various industry like M/s HMT Machine Tools, M/s Johnson Electric International Limited, HongKong and 7 years as Senior Director, IMTMA Design Institute. He has overall experience of 35 Years from both shop floor and training.

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.