



Online Training programme

# Effective Sales and Marketing of Machine Tools and Accessories

**Six Modules**

Date : 12 to 17 December, 2022

\*Participants can select and register for individual module

\*Concession available for participants opting for complete programme with all modules

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 12 to 17 December, 2022 from 0940 to 1300 hours each day.

## FOCUS AREAS:

### Module 1: Sales process and major roles of a sales engineer

- Process based approach of sales, negotiation, customer acceptance and order management
- Major roles of sales engineer - Market Management, Customer engagement, Need analysis, Contract proposal, order management and post installation.

### Module 3: CNC Technology & Applications – Sales and Marketing perspective

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

### Module 5: Value based selling approach

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

### Module 2: Soft skills for sales and marketing engineers

- Communication structure and presentation skills
- Art of Persuasion
- Behavior during Customer interactions
- Art of Conversations
- Elevator Pitch

### Module 4: Fundamentals of SPC - Sales and Marketing perspective

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

### Module 6: Commercial aspects for Sales and Marketing engineers

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

## KEY TAKE AWAYS:

- Apply a systematic approach to sales & marketing of machine tools including need analysis and projecting key strengths of the product and services
- Gain in-depth knowledge about the role of sales engineer right from customer engagement to closing the deal
- Understand Machine Tools Specs / Design aspects, SPC concepts, Process capability and Machine Capability
- Orientation in soft skills needed for sales and marketing professionals
- Learn Value based selling of high end products

## PARTICIPANT PROFILE:

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.

## FACULTY

This programme will be conducted by following industry experts



Gautam Doshi



T.K. Ramesh



A N Chandramouli



T.K. Ramesh



Avinash Khare



Rajashekara HV

## REGISTRATION

All Modules (Module 1- 6)  
Effective Sales and Marketing  
of Machine Tools and  
Accessories (Six Modules)

12 - 17  
December 2022  
0940 - 1300 Hours

Rs 15000/-  
+18% GST

Individual modules (1 to 6)

12, 13, 14, 15,  
16 & 17  
December 2022  
0940 - 1300 Hours

Rs 3000/-  
+18% GST  
per module

For register  
please logon to  
[www.imtmatraining.com](http://www.imtmatraining.com)

Scan QR Code for registration



## FOR MORE DETAILS CONTACT

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Programme Coordinator

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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.