



INTRODUCTION

Investment in capital equipment often runs into high value with long sales cycles covering various aspects of equipment. Selling of capital equipment purely on the basis of technical expertise alone, may not be sufficient. Often during the procurement of a Capital equipment, there are a number of stakeholders which include the technical buyer as well as the economic buyer. Sometimes a committee could be formed for evaluating different offers from both technical as well as economic point of view. Beyond the price comparisons, commercial aspects come into play where offers are often evaluated on technology, warranty, LD, spares, Installation, commissioning schedule, bank guarantees and more. Hence the sales and marketing professional must have thorough understanding of all the commercial aspects to effectively win business.

Keeping this in mind, IMTMA is conducting a detailed program on Commercial aspects for Sales and marketing engineers, as part of the 6-day online training program on Effective Sales and Marketing of Machine Tools and Accessories on 23 - 28 May from 0940 to 1300 hours each day.

On 27 May 2022, you may attend Module 5: Commercial Aspects for Sales and Marketing Engineers.

FOCUS AREAS

Module 5: Commercial aspects for Sales and Marketing engineers

- Commercial aspects
- Depreciation benefits
- Taxation norms
- Importance of correct documentation with GSTIN
- Import / Export duty structure
- Bank Finance options, loans, an extension of cash credit, etc.
- Knowledge about Insolvency and Bankruptcy (IBC) Law
- Post-Covid 19 - GOI schemes for industry and MSME

KEY TAKE AWAYS

At the end of this program, a participant shall be able to:

Understand commercial aspects of selling capital equipment to organizations

- Build the right competitive edge leveraging commercial aspects
- Aligning the sales process as per Government schemes / Finance options/grants

FEE PER PARTICIPANT (PER LOGIN)

Rs. 3000/-

+18% GST

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

USD 360/-

Overseas Participants

Group Concession : 10% for 3 to 5 and 30% for 6 and more delegates being nominated from the same company

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, and Tool Room Shops 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 a Consultant and Head at IMTMA Pune Technology Centre for the last 5 years.

For Registration Contact

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