



CONVERT CONTACT INTO CONTRACT

Date : 12 November, 2024

Venue : IMTMA Technology Centre, Bengaluru

INTRODUCTION

Welcome to the transformative workshop, "Convert Contacts to Contracts," meticulously crafted for you by the Indian Machine Tools Manufacturers Association (IMTMA), Bengaluru. Being Machine Tools Exhibition Organizer, we're excited to delve into the art of turning connections into concrete contracts. Join us in exploring cutting-edge strategies, honing your negotiation skills, and mastering the nuances of client engagement. Whether you're a seasoned professional or new to the industry, this workshop promises invaluable insights to propel your sales prowess and forge lasting partnerships. Prepare to elevate your sales game and unlock boundless opportunities in the machine tools sector.

FOCUS AREAS

- Objectives of going to IMTEX
- Per minute cost of IMTEX participations
- Designing & Running Invitation Campaigns
- Running social media campaigns during IMTEX
- Setting up appointments with key customers (existing and future) - making customers feel special
- Making sure key customers visit your booth.
- Designing and running a flawless demo / specific demo
- Designing Enquiry Cards and collecting important information
- Qualifying customers and spending time with the "genuine" ones
- Pricing Strategies for IMTEX and mistakes to avoid.
- Importance of Layers of authority at the booth.
- Follow up strategies during and after exhibition.

KEY TAKE AWAYS

Key takeaways from a sales workshop on "Convert Contacts to Contracts from Exhibitions" for salesmen and sales managers in machine tools and manufacturing companies could include:

- **Strategic Planning:** Develop a clear strategy for approaching exhibitions, including setting specific goals, identifying target prospects, and outlining tactics to convert contacts into contracts.
- **Effective Networking:** Maximize networking opportunities at exhibitions by engaging with prospects, industry peers, and influencers. Build rapport, exchange contact information, and follow up promptly after the event.
- **Qualify Leads:** Use effective lead qualification techniques to prioritize contacts based on their potential as customers. Focus on prospects who have a genuine interest, fit your target customer profile, and have the authority to make purchasing decisions.
- **Customized Follow-Up:** Tailor your follow-up approach to each prospect based on their needs, preferences, and interactions during the exhibition. Personalize communication, provide relevant information, and offer value-added solutions to nurture relationships.
- **Timely and Persistent Follow-Up:** Implement a structured follow-up process to stay top of mind with prospects after the exhibition. Follow up promptly, but avoid being too aggressive. Use a mix of communication channels (e.g., email, phone calls, social media) to maintain contact.
- **Demonstrate Value:** Showcase the value proposition of your products or services in follow-up communications. Highlight key benefits, case studies, testimonials, and competitive advantages to reinforce why prospects should choose your offerings.
- **Overcome Objections:** Anticipate and address common objections or concerns that prospects may raise during follow-up discussions. Be prepared with persuasive responses, testimonials, references, and additional information to overcome objections effectively.
- **Provide Solutions:** Position your products or services as solutions to the prospect's specific challenges or pain points. Focus on how your offerings can solve problems, improve efficiency, reduce costs, or enhance productivity for the prospect's business.
- **Negotiate and Close:** Be proactive in initiating negotiations once the prospect shows interest in moving forward. Use effective negotiation techniques to reach mutually beneficial agreements and close contracts successfully.
- **Track and Measure Results:** Implement tracking mechanisms to monitor the progress of leads from exhibitions to contracts. Analyse key metrics such as conversion rates, sales pipeline velocity, and ROI from exhibition-related activities to evaluate performance and optimize future strategies.

PARTICIPATION FEE

Rs. 6600/-

+18% GST

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

USD 260/-

Overseas Participants

Group Concession : 10% for 3 to 5 and 20% for 6 and more delegates being nominated from the same company

FACULTY

This Program will be conducted by **Mr. Riddhish Jalnapurkar**,

Mr. Riddhish Jalnapurkar, an Engineering Graduate with 28 years of rich and on the ground experience in the field of selling small to high value and simple to highly technical equipment (made in India, China and Europe) and projects in India. He has had the privilege to travel extensively within India, Europe, USA, Canada, China, South East Asia, Gulf Countries, South Africa.

He founded, Sales Insight India, with a vision to help People, Companies and Countries prosper by sharing the insights and wisdom earned during innumerable travels, meeting amazing people and learning from them, exposure to various cultures around the world.

He is "Forever Passionate about Sales and People."

He has successfully helped establish on a solid foundation - Indian, Canadian, Italian, Austrian, Chinese metal working machines manufacturing companies in the extremely competitive and price sensitive Indian Market.

He has consistently delivered fantastic sales results for local and global companies, irrespective of market conditions. He has been involved from the word go in concluding contracts worth millions of Euros during his journey as a Salesman.

He conducts regular Sales workshops at Ahmedabad Management Association and in company workshops. He addressed post graduate students at SDA Bocconi, Entrepreneurship Development Institute, Nirma University. He has also addressed forums at IMTMA, Indo Italian Chamber of Commerce and Maharashtra Chamber of Commerce.

During his workshops, engages audience with real life examples, stories and wisdom earned over 28 years of sales. His book - Selling in India, the journey of a Salesman is available on Amazon and is now in second edition.

For Registration Contact

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REGISTRATION : Prior registration for participation is necessary. Number of participants is limited and will be accepted on 'First Come First Serve' basis. A Certificate of participation will be issued to participants.

Important Information : Participation fee includes, course material, working lunch and tea / coffee. Interested companies are requested to register online by clicking on 'REGISTER' button and by filling up the nomination authority and participant's details in specified form.