



Axis Communications' Academy

Sales Essentials Agenda

Agenda

- 8:30 – 9:00 **Breakfast and mingle**
- 9:00 – 10:15 **Sales Cycle**
- > Prospecting
 - > Needs analyzing
 - > Present, negotiate, close
 - > Follow-up, service, ensuring repeat business
- 10:15 – 10:30 **Break**
- 10:30 – 12:00 **Primary ingredients for success**
- > Selling on value
 - > Selling against objection
 - > How to sell benefits and problem solving
- 12:00 – 1:00 **Lunch**
- 1:00 – 2:15 **Increasing sales using Axis resources**
- > Tools
 - > Web leads
 - > Marketing
 - > Buyback programs

2:15 – 2:30

Break

2:30 – 3:00

Mining sales opportunities

- > Finding negotiated business
- > Being a leader not a follower
- > Locating non-traditional opportunities
- > Sample security campaigns
- > Market status and trends

3:00 – 4:15

Workshop

- > Winning sales through proper camera demonstration
- > Active session on presenting features, benefits, and value

4:15 – 4:30

Wrap up

- > Review
- > Question and answer
- > Prize giveaways
- > Certificate of completion