



# Axis Communications' Academy Sales Essentials

## Course Description:

The Axis Communications' Sales Essentials training is designed to provide the knowledge and tools needed to ignite new and run-rate business in network video surveillance. This course provides an all-around approach to generating sales by training on the importance of the sales cycle, selling against objection and developing strategies that focus on communicating the value of network video.

This course will take you through the various resources Axis has to offer including sales support, marketing programs, vertical market segments and our complete partner network. This class is interactive with a combination of lecture, workshops and real life scenarios to assist those of any sales level become more successful in selling IP Video.

## Learning Objectives:

- > Understand the importance of utilizing the sales cycle from prospecting leads to securing repeat business
- > Identify best practices for presenting IP video surveillance solutions to end users
- > Develop unique, "outside-the-box" business strategies
- > Effectively utilize your partnership with Axis for sales and marketing support

**Length:** 1 day

**Format:** classroom

## Who should attend?

Industry professionals of all levels involved with sales and business development.

## Prerequisites:

Recommended that participants have a basic understanding of network video. Brief online courses, tutorials, and guides can be found on Axis' Learning Center at [www.axis.com/academy](http://www.axis.com/academy).

## Price:

\$99 USD

Course includes breakfast, lunch and an Axis padfolio with sales tools and resources for success in the field along with an AXIS M3004-V Fixed Dome Network Camera.

## Dates & Locations:

Axis Communications' Sales Essentials is offered throughout North America. Find dates and locations near you on Axis' Learning Center at [www.axis.com/academy](http://www.axis.com/academy).