



Axis Communications' Academy

Advanced Sales Essentials

Have you wanted to learn practical demonstration techniques with Axis Communications' products?

Advanced Sales Essentials is designed to give you the knowledge you need to successfully demo Axis products and features. The focus of this course is to help you to understand the benefits of Axis' advanced technologies and how to use them as a competitive edge.

Through a combination of lecture and lab, you will learn to set up and configure an Axis camera and learn how to demonstrate advanced features such as Lightfinder and WDR. Not only will you understand how the camera functions but you'll also understand the importance and value of the various features and technologies which will help you increase your sales.

Learning Objectives:

- > Setting up the demo
- > Configuring Axis camera features
- > Taking advantage of AXIS Camera Companion and AXIS Camera Station
- > Learning to speak confidently about Axis Products
- > Demonstration techniques through lecture and hands-on lab exercises

Sales & business



Length: 1 day

Format: Classroom

Who should attend?

Sales professionals who have a solid knowledge of video surveillance products and technologies.

Prerequisites:

It's recommended that participants have a working knowledge of Axis products and technologies or have attended Sales Essentials.

Price: \$99

Participants will receive an Axis Essentials Demo Kit.

