



Axis Communications' Academy

Sales Essentials

Course Description:

The Axis Communications' Sales Essentials training is designed to provide all levels of Channel Partners with 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 more profitable sales results on small to medium-size projects by training attendees on the importance of the sales cycle, overcoming common customer objections, and developing strategies that focus on communicating the value of network video to meet the customer's needs.

Attendees will become familiar with the many tools that Axis provides our partners to create opportunities to be successful. These tools include learning how to take advantage of programs and incentives, such as joint marketing opportunities and hardware trade-ins.

This class will be interactive with a combination of lectures, workshops and real life scenarios to assist sales representatives of any level to become more successful at selling IP video. Participants will also receive an AXIS M3004-V Network Camera with sales tools to utilize their knowledge gained in the field.

Learning Objectives:

- > How to take advantage of all Axis has to offer in its Channel Partner Program.
- > Understand the importance of asking the right questions during sales calls and using Axis products to benefit the customers' needs.
- > Improving site survey skills and conducting stronger Axis product demonstrations to end-users.
- > Develop a clear understanding of Axis products and solutions-lines and their features.
- > Understand which Axis software solutions best fit in particular vertical markets.



Length: 1 day

Format: Classroom

Who should attend?

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

Prerequisites:

We recommend that participants have a basic understanding of network video or have taken Network Video Fundamentals. Brief online courses, tutorials, and guides can be found on Axis' Learning Center at www.axis.com/academy.

Price: \$99 USD

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

Dates and 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.

Participants will receive an AXIS M3004-V Fixed Dome Network Camera.

