



*Chelmsford, Mass., August 13, 2013*

## **Axis Communications' Academy Launches Sales Essentials Training in the U.S. and Canada**

**The one-day, instructor-led course hits more than 40 N. American cities through 2013 to teach strategies, tips and best practices for selling IP video surveillance**

**CHELMSFORD, Mass. – August 13, 2013** – Axis Communications, the world leader in network video surveillance, today announced that Axis Communications' Academy has added Sales Essentials, a one-day instructor-led training to provide channel partners with the best strategies and system demonstration tips to maximize success in selling IP video. This course will be added to Axis' curriculum throughout the U.S. and Canada starting on August 27.

Sales Essentials provides an all-around approach to improving IP video sales by training on the importance of the video surveillance sales cycle, selling against objection and developing communications strategies that focus on the value of network video to meet the customer's needs. Axis instructors will also provide guidance on how to properly demonstrate network cameras as well as discuss resources available to Axis Channel Partners, including pre- and post-sales support, vertical market solutions and the complete ecosystem of the Axis partner network.

"Our existing Axis Communications' Academy curriculum tackles the technical aspects of IP video through various courses that prepare partners to become Axis Certified Professionals. Today, they're well equipped to answer the 'how' behind network video," said James Marcella, director of Technical Services, Axis Communications, Inc. "With Sales Essentials, we're arming our partners with the best information around to answer, 'Why network video?'"

Sales Essentials is appropriate for integrators and partners of any sales level, especially those with a full grasp of the technical requirements of network video, and will provide knowledge and tools necessary to prospect leads, secure sales and best position products for success. The course will cost \$99 to attend and all participants will receive an AXIS M3004-V Fixed Dome Network Camera along with additional collateral and sales tools to take what they learned out in the field.

Following the one-day Sales Essentials seminar, participants will be able to:

Understand the importance of utilizing the entire sales cycle, from prospecting leads to securing repeat business;

Identify best practices for presenting IP video surveillance solutions to end-customers;

Develop unique business strategies for increased sales;

Effectively utilize the full Axis partnership for sales, marketing and technical support.

The inaugural Sales Essentials course will kick off in Detroit on Aug. 27, and then continue with trainings in Chicago (Aug. 28) and Cincinnati (Aug. 30) before heading to more than 30 cities across the U.S., including Denver, Houston, Miami, Minneapolis, New Orleans, Philadelphia, San Diego, Seattle and at Axis' North American Headquarters in Chelmsford, Mass. For a complete listing of U.S. courses, please visit <http://www.axis.com/academy/us/sales.htm>.

Sales Essentials courses in Canada will begin in Toronto on Oct. 2, and then take place in Montreal (Oct. 4), Calgary (Nov. 20) and Vancouver (Nov. 22). For more information, please visit <http://www.axis.com/academy/ca/sales.htm>.

Axis Communications' Academy team has helped train more than 30,000 partners worldwide since 2005. Sales Essentials will complement existing classroom-based and online courses offered by Axis as well as numerous tutorials and guides found in the Axis Learning Center.

□ *About Axis Communications*

*As the market leader in network video, Axis is leading the way to a smarter, safer, more secure world – driving the shift from analog to digital video surveillance. Offering network video solutions for professional installations, Axis' products and solutions are based on an innovative, open technology platform.*

*Axis has more than 1,400 dedicated employees in 41 locations around the world and cooperates with partners covering 179 countries. Founded in 1984, Axis is a Sweden-based IT company listed on NASDAQ OMX Stockholm under the ticker AXIS. For more information about Axis, please visit our website [www.axis.com](http://www.axis.com).*

*Contacts:*

*Matt Flanagan  
fama PR, Inc.  
617-986-5002  
[axis@famapr.com](mailto:axis@famapr.com)*

*Domenic Locapo  
Axis Communications, Inc.  
978-614-2074  
[dlocapo@axis.com](mailto:dlocapo@axis.com)*