

# Sales Training

## Axis Communications' Academy

### Agenda

- 9:30 – 10:00      **Welcome coffee & mingle**
- 10:00 – 10:45      **Sales Cycle: Prospecting**
  - > Sales funnel
  - > Prospecting methods
  - > Gaining commitment
- 10:45 – 11:00      *Break*
- 11:00 – 12:00      **Sales Cycle: Assess needs**
  - > Way from problem to benefit
  - > Initial information and site visit
  - > Consultant versus a salesperson
- 12:00 – 13:00      *Lunch*
- 13:00 – 14:15      **Sales Cycle: Design**
  - > Axis technologies: solving tasks and lowering costs
  - > Axis solutions and components overview
  - > AXIS Site Designer
- 14:15 – 14:30      *Break*
- 14:30 – 15:45      **Sales Cycle: Demo and proposal**
  - > Commercial proposal and understanding your solution
  - > Total Cost of Ownership
  - > Value of quality
  - > Competitive advantages
- 15:45 – 16:15      **Wrap up**
  - > Review
  - > Question and answer
  - > Discussion