

Register for  
Axis Sales  
Training  
today!

# Axis Communications' Academy

## Sales Training

You want to sell more, but sometimes, selling video surveillance systems can become complex. Axis' new Sales Training enables you to sell more by identifying the sales process and tools you can use along the way, and simplifying the way you identify the right system for your customers.

This 1-day training is designed to provide you with the knowledge and tools needed to ignite new and run-rate business in network video surveillance by providing an all-round approach to generating more profitable sales results on small, medium or large enterprise projects.

### Course objectives:

- > **Prospecting**
  - Sales funnel
  - Prospecting methods
  - Gaining commitment
- > **Assess needs**
  - Way from problem to benefit
  - Initial information and site visit
  - Consultant versus a salesperson
- > **Design**
  - Axis technologies: solving tasks and lowering costs
  - Axis solutions and components overview
  - AXIS Site Designer
- > **Demo and proposal**
  - Commercial proposal and understanding your solution
  - Total Cost of Ownership
  - Value of quality
  - Competitive advantages

Sales & business



**Length:** 1 day

**Format:** Classroom

### Who should attend?

Industry professionals, installers and integrators of network video of all levels involved with sales and business development that want to accelerate the success opportunity in the rapidly growing network video market.

### Prerequisites:

Basic understanding of network video

**Attendees,  
please bring  
your laptop  
to class.**



**For more info and registration, visit  
[www.axis.com/learning/classroom-training](http://www.axis.com/learning/classroom-training)  
or contact your Axis Distributor.**