



**Register for
Axis Sales
Essentials
today!**

Axis Communications' Academy

Axis Sales Essentials

You want to sell more, but often selling video surveillance systems can be complex. Axis' new sales training – Axis Sales Essentials – 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 to medium-sized projects.

An interactive experience, Axis Sales Essentials combines pre-course work with lectures, workshops, and real life scenarios to assist you in becoming more successful at selling IP video. You'll leave confident in knowing how to effectively integrate Axis and partner products to build a complete solution.


Learning Objectives:

- > Understanding a fresh approach to the value-added sales process
- > Gaining the competitive advantage through leveraging Axis' design tools and resources
- > Getting to know Axis' new technologies & product roadmap

Who should attend?

Professionals in a direct sales role – such as sales managers, inside & field sales, and sales engineers – especially anyone new to selling network video and security solutions.

Price: R500 excl. VAT



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