



Register for
ASAP today!

Axis Communications' Academy

Axis Sales Acceleration Program (ASAP)

You want to sell more. And when you're selling video surveillance systems it can sometimes be complex. Axis' new sales training – Axis Sales Acceleration Program (ASAP) – 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.

Experience ASAP! 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-around approach to generating more profitable sales results on small to medium-sized projects.

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



Attendees should plan to bring their laptops for class.

An interactive experience, ASAP 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.

Plus, at the end of the day, you'll have the chance to win prizes in an exciting gameshow testing what you've learned.

Don't miss this great opportunity; register for ASAP today!

Who should attend?

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

Price: \$99

Paid attendees receive an AXIS M1124 Network Camera – featuring technologies such as Wide Dynamic Range-Forensic Capture & Axis' Zipstream technology

AXIS[®]
COMMUNICATIONS

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Course agenda

8:30 am – 9:00 am **Breakfast**

9:00 am – 10:00 am **A new approach to the sales cycle**

10:00 am – 10:15 am **Break**

10:15 am – 11:00 am **What's new with Axis**

11:00 am – 12:00 pm **Axis Tools for Success**

12:00 pm – 1:00 pm **Lunch**

1:00 pm – 2:30 pm **End-to-End Solutions with Axis**

2:30 pm – 2:45 pm **Break**

2:45 pm – 3:45 pm **End-to-End Solutions with Axis continued**

3:45 pm – 4:00 pm **Break**

4:00 pm – 4:45 pm **Axis Squares Gameshow**

4:45 pm – 5:00 pm **Class Survey**