



Axis Communications' Academy

Advanced Sales Essentials

Course agenda

8:30 am - 9:00 am	Breakfast meet and greet
9:00 am - 10:00 am	Setting Up the Demo <ul style="list-style-type: none">> Laptop and camera setup> Installing H.264 & AXIS Media Control> IP Utility Tool
10:00 am - 10:15 am	Break
10:15 am - 12:00 pm	AXIS Camera Companion <ul style="list-style-type: none">> Become familiar with selling points and market segments> Installing software> Hands on:<ul style="list-style-type: none">- Motion Detection- Video Quality- Corridor Format- Text Overlay
12:00 pm - 1:00 pm	Lunch

1:00 pm - 3:00 pm	AXIS Camera Features Lab <ul style="list-style-type: none">> Selling Points:<ul style="list-style-type: none">- Auto Focus and Pixel Counter- WDR and Lightfinder> Hands on:<ul style="list-style-type: none">- Auto Focus- Pixel Counter- WDR- Lightfinder
3:00 pm - 3:15 pm	Break
3:15 pm - 4:00 pm	AXIS Camera Station <ul style="list-style-type: none">> Selling points and market segments> ACS instructor lead demonstrations
4:00 pm - 5:00 pm	Presentations <ul style="list-style-type: none">> Group discussion and attendee demo presentations

Sales & business



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