



Master sales skills that drive growth with live, virtual Instructor-Led Training

Many MSPs and MIPs consistently rank sales as one of the biggest challenges to growing their business.

Break through barriers to revenue growth by elevating sales skills for your entire team through expert instruction with Pax8 Academy Sales and Marketing Instructor-Led Training. Achieve new levels of sales success by empowering your team with unlimited access to interactive training designed specifically to help MSP and MIP professionals master sales strategies that drive transformative growth.

Training

Training Details

Results Selling Framework

Discover how to increase revenue, drive growth and sell more effectively by asking the right questions and building strong relationships with the proven Results Selling Framework methodology.

Secrets of Effective Prospecting

Explore highly effective marketing and prospecting tactics for finding and closing new business, such as establishing know, like and trust relationships with prospects.

Building a Predictable Referral Engine

Learn how to define and implement a consistent referral engine, including developing a referral strategy and determining your perfect client.

Building a Sales Organization

Explore the essential roles in a best-in-class sales department, as well as how and when to hire, effective interview techniques, sales KPIs and targets, and leadership strategies for managing sales teams.

Skills for Effective Account Management

Master the essential skills and knowledge required for successful account management, including improving strategic communication and building strong, trust-based relationships.

Level up sales skills for your entire team and elevate sales success with expert instruction from industry leaders.

[Explore training](#)





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Pricing and Packaging

Explore how to build a defensible pricing matrix, choose a pricing methodology that aligns with go-to-market strategy, and design packages that drive better sales conversations to support profitability and growth.

Jumpstart Your Owner-Led Sales

Learn practical strategies for overcoming obstacles to growth by focusing on closing more sales, including effective time management, networking and building relationships, getting referrals, and properly qualifying prospects.

Marketing Strategy for MSPs

Discover how to create and execute a marketing strategy, including how to segment the market, position your offerings, utilize marketing technologies, and develop effective branding and messaging.

Empower your entire team to gain in-depth sales knowledge with unlimited, interactive learning through a monthly or annual Instructor-Led Training Subscription.

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3) [Enroll Your Team](#)

- [1-5 employees](#)
- [6-25 employees](#)
- [26-50 employees](#)
- [51+ employees](#)
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