

# VECTOR FIRM Academy

## FOR IMMEDIATE RELEASE

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### **VECTOR FIRM ACADEMY CELEBRATES** **ITS THIRD ANNIVERSARY**

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Vector Firm Academy, an Online Sales Training Platform built solely for system integrators and their technology partners, is very pleased to announce the celebration of its third Anniversary.

Vector Firm, a sales and marketing consulting and training firm focused on the security industry, was founded in 2010 by Chris Peterson, an industry advocate driven to help companies drastically improve their sales and marketing performance.

Vector Firm creates intelligent strategies, repeatable processes, and effective tools that position security professionals to significantly surpass their sales goals. The key differentiator of Vector Firm is its narrow industry focus and its incessant pursuit of modern ways of selling and marketing. Their philosophy is that business-to-business buying behaviors change continuously and that the changes are different for every industry. When asked about their philosophy, Peterson stated "That's why we stay focused on system integrators. If we tried to stay ahead of these buying trends for everyone, we'd be delivering below average ideas. The statement 'sales is sales' hasn't been true for about 20 years." Everything Vector Firm and its Academy does is based on this philosophy.

As a natural outgrowth of his mission, Peterson launched the Vector Firm Academy in 2017 to teach and impart modern ideas of effective selling that work perfectly with the modern way of buying. Continual sales training programs are provided to systems integrators and their technology partners on a monthly basis and include dozens of topics on the science of selling. Vector Firm Academy and its campaigns to accelerate every step of the buying cycle has empowered countless security industry professionals to meet their sales goals.

The Academy is a continual sales training program that provides lessons on different topics each month. To accommodate the hectic schedule of today's salesperson, Vector Firm has designed its training to be accessible on-demand by its members. Specific topics and campaign takeaways are covered each month, allowing attendees to receive best in class sales training without occupying too much time away from prospecting, working with customers and continuing to evolve as a company.

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## Academy

Upon celebration of Vector Firm Academy's third anniversary, Peterson says "Academy has been the highlight of my career. I launched Vector Firm in 2010 to help companies in the security industry drastically improve their sales process. While that was rewarding, I was touching one company at a time. With the Vector Firm Sales Academy, we're helping hundreds of salespeople from dozens of companies simultaneously. The cool thing is that we charge per person, so the one-person shop can access the same services as the large global company."

Systems integrators and their technology partners who are looking for up-to-date sales training built specifically for them can learn more about Vector Firm Academy and subscribe to a monthly membership of sales development by visiting: <https://www.vectorfirmacademy.com/>

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**About Vector Firm Academy:** Vector Firm Sales Academy is built specifically for the Security Industry and Managed Service Providers. Our mission is to teach modern ideas of selling that work perfectly with the modern way of buying. The Vector Firm Sales Academy contains the training, tools, and resources you need to turn ideas into habits and action. This results in more business, higher income, and better sales performance in the Security Industry.