

TEAM LEADER COACHING TRAINING · WITH SIMON BLAIR

Contact Centre Coaching PRO

A proven blueprint for coaching conversations that actually change behaviour, aligned with the ACXPA Global Contact Centre CX Standards used to assess centres for the rankings.

\$847

per person, ex GST

**PUBLIC OR
PRIVATE****FORMAT****3 × 3 hours, live online****PRACTICE****Live coaching simulations****ALIGNED WITH****ACXPA Global Contact Centre
CX Standards**

For Team Leaders and coaches who want a structured, repeatable approach that lifts performance, engagement and customer outcomes.

What your Team Leaders will do differently

Coach to a clear standard

Use the Standards' competencies to define what a great conversation sounds like.

Run better conversations

Five coaching competencies that uncover strengths and change behaviour.

Coach any type of person

Adapt to varied performance levels, experience and attitudes.

Handle the hard stuff

Tackle negativity, closed minds and low accountability, fairly and firmly.

Make it stick

Spaced sessions with practice between them, so new habits form.

Leave with a plan

An action plan for three key coaching behaviours to use straight away.

Who it's for

- ✓ **New Team Leaders:** confidence and practical conversation guides from the start.
- ✓ **Experienced Team Leaders:** a structured method to replace ad-hoc feedback.
- ✓ **Coaches and QA specialists:** coaching that turns quality results into behaviour change.
- ✓ **Managers of smaller centres:** leaders who coach their people directly every day.
- ✓ **Performance owners:** leaders accountable for quality, sales or service metrics.
- ✓ **Emerging leaders:** senior agents preparing to coach their peers.

What's covered: three sessions Three live sessions, 9 hours

Each session builds on the last, finishing with a coach-the-coach assessment and an action plan.

SESSION 1

Foundations of effective coaching

What makes a great coach, and how to coach the behaviours that drive premium customer experiences.

- ✓ Lessons from business and sports coaching
- ✓ Coaching to the Standards' competencies
- ✓ The five coaching competencies

SESSION 2

Application and handling the hard stuff

Apply the method in realistic simulations, including the conversations most leaders avoid.

- ✓ Simulations with varied staff types
- ✓ Negative attitudes and closed minds
- ✓ Clear, fair and firm coaching

SESSION 3

Consolidation, assessment and next steps

Coach the coach: peer simulations with facilitator assessment and feedback, then close any gaps.

- ✓ Coach-the-coach assessment
- ✓ Targeted practice on gaps
- ✓ Your individual action plan

Recommended first: it isn't compulsory, but we recommend Team Leaders first complete one of our phone customer service courses (Essentials, Foundations or PRO), because the coaching examples use the framework taught there.

BUILT ON THE ACXPA GLOBAL CONTACT CENTRE CX STANDARDS

Want your Team Leaders coaching to a clear, proven standard?

Coaching PRO is aligned with the ACXPA Global Contact Centre CX Standards, the framework behind the Australian Call Centre Rankings. Its Agent Mastery half defines five competencies and 18 measured behaviours that drive a great customer conversation.

Want to make it your centre's standard? The Certified Contact Centre program trains your own assessors and leaders to score and coach to the Standards, with the Agent Performance Matrix and a Certified badge renewed each year. [The Standards](#) · [Certified Contact Centre](#)



Scan to see
Certified
Contact Centre

Your trainer



Simon Blair is co-author of the Global Contact Centre CX Standards and General Manager, Benchmarking at ACXPA, where he leads the Australian Call Centre Rankings assessments.

- ✓ Co-author of the ACXPA Global Contact Centre CX Standards
- ✓ Leads the Australian Call Centre Rankings assessments
- ✓ General Manager, Benchmarking at ACXPA

What participants say

★★★★★

"It is hard to pinpoint what part of the course that I liked the most as it was all fantastic. I would highly recommend this course to any team leaders or managers."

Helen Timoney

Team Leader, Legal Aid NSW

★★★★★

"He also creates a genuinely safe space to practise these skills with other participants... I can genuinely see myself shifting from 'manager' to 'coach' after this session..."

Nathan Aninakwah

Team Leader, Legal Aid NSW

Why centres choose Coaching PRO

Built on the Standards

Aligned with the competencies used to assess centres for the rankings.

Taught by a co-author

Simon co-authored the Standards and leads the rankings assessments.

Practice, not theory

Live coaching simulations with feedback in every session.

Spaced for retention

Three sessions with practice between them, so habits stick.

Works in any centre

Service, sales, collections or support, any size or sector.

A path to certification

Take the whole centre further with the Certified Contact Centre program.

Pricing and options

- ✓ Save 15% when you book 3 or more tickets
- ✓ ACXPA members save 25% on live public courses
- ✓ Pay by card or request an invoice at checkout
- ✓ Certificate of completion for everyone who completes
- ✓ Private courses (minimum 5), live online or a one-day onsite workshop
- ✓ Minimum numbers apply: if a date can't run, move dates or get a full refund

ACXPA MEMBERSHIP**Want to save \$211.75 on this course?**

ACXPA members pay \$635.25, not \$847, plus a year of coaching tools, WFM calculators and live expert support

CX Skills is the official training partner of ACXPA. Membership gives Team Leaders their own login to 65+ practitioner-built tools, templates and resources, plus live expert access every fortnight.



Scan to explore

Coaching & Performance Hub

With Business Membership: a Team Leader Coaching Guide for 14 common scenarios, a Goal Tracker, and GROW and SMART templates for consistent coaching conversations.

WFM Hub

Nine planning tools, including Erlang staffing and service level simulators, an Interval Planner and a Shrinkage Calculator.

Agent Performance Matrix

New: plots every agent on quality versus productivity, so the whole team's coaching priorities are obvious in one view.

Outlier Detection Wizard

Pinpoints top and bottom performers across multiple metrics, so coaching effort lands where it matters most.

Ready-to-deliver training

Facilitator packs (HEAT, Active Listening, Complaints) as PowerPoint decks with speaker notes and scenario activities, ready to run with your team.

Learning library

17 self-paced courses with certificates, Member Bytes videos, one-minute refreshers and industry quizzes.

25% off every CX Skills live public course, including this one.

Individual \$197 a year · Business from \$497 for a team of five (ex GST). One person on this \$847 course saves \$211. acxpa.com.au/membership

Next steps

See upcoming dates and book online by card or invoice, or talk to us about a private course for your team.

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Scan for dates