

CUSTOMER SERVICE TRAINING · ACXPA CERTIFIED

Frontline Customer Service Foundations

Six hours of live training that gives face-to-face teams more time, practice and coaching to master customer service, from first impressions to difficult customers.

\$485

per person, ex GST

**PUBLIC OR
PRIVATE****DURATION****2 × 3 hours (or a half day onsite)****DELIVERY****Live online (public) · online or onsite (private)****PRICE****\$485 per person, ex GST****OPTIONS****Public course ticket or private team training****CERTIFICATE****For everyone who completes****RATING****4.9/5 across our courses**

What you'll be able to do

Know what customers want

Motivations and expectations, and why CX drives results.

Voice and body language

Posture, breathing and voice for face-to-face service.

Educate and inform

Proactive, tailored information with checks.

Start and finish well

Intent, ownership and memorable finishes.

Find the need

Conversational techniques for service and sales.

Handle difficult customers

Vocal and body language strategies to defuse emotion.

What's covered

SESSION 1

- 1 The Psychology of Customer Service & Sales** · Customer motivations and expectations, and why CX matters.
- 2 How to Start and Finish Any Customer Interaction** · Strong first impressions and memorable finishes.
- 3 Body Language & Voice Projection** · Posture, breathing and voice for face-to-face service.

SESSION 2

- 4 Needs Discovery** · Uncover needs, goals and concerns efficiently.
- 5 How to Educate & Inform for Success** · Proactive, tailored information with checks.
- 6 Handling Difficult Customers** · Defuse emotions and resolve difficult interactions.

A deeper program than Essentials, with more time, practice and coaching, covering service and sales conversations. Two sessions give people time to use the skills in between, so the habits stick.



How it compares

COURSE	LENGTH	PRICE EX GST	AVAILABILITY	BEST FOR
Essentials	1 × 3-hour session live online or onsite	\$315	Public or private	new starters, or a fast refresh for experienced staff
Foundations (this course)	2 × 3-hour sessions or a half day onsite	\$485	Public or private	anyone who wants skills to stick through practice
PRO	3 × 3-hour sessions or a full day onsite	\$645	Private only	teams who want to master face-to-face service

All three courses are ACXPA certified and teach the same proven approach. Prices are per person in AUD, excluding GST. See the course page for the latest dates and prices.

Pricing and options

- ✓ Save 15% when you book 3 or more tickets in one transaction
- ✓ ACXPA members save 25% on live public courses
- ✓ Pay by card or request an invoice at checkout
- ✓ Private training for your team (minimum 5 participants) is priced after a quick chat

Your trainer



Simon Blair

30+ years in training and consulting, 50,000+ customer interactions assessed, and rated 4.9/5 from 140+ verified reviews.

Who it's for

Retail staff, hospitality teams, event staff, service counters, healthcare and allied services, and transport and travel.

Want a lower-cost option, or resources to improve service all year?



ACXPA membership

Built for anyone who serves customers in person, in retail, hospitality or at any service counter.



Scan to see membership

- ✓ 25% off every CX Skills live public course
- ✓ Self-paced courses on service excellence, difficult customers and complaints
- ✓ A Customer Service Health Check across 17 dimensions
- ✓ Live expert access every fortnight

Individual \$197 a year · Business from \$497 for a team of five (ex GST) · cxskills.com.au/membership

Self-paced online training

Our lowest-cost option. Use it instead of live training, or alongside it to cover more topics, in short lessons that fit around shifts.



Scan to explore

- ✓ From \$9.15 per person a month
- ✓ 400+ lessons: customer service, leadership, conflict, AI and more
- ✓ Manager dashboards and custom pathways
- ✓ Certificates for every course

cxskills.com.au/self-paced-online-training

Next steps

See upcoming dates and book online by card or invoice (15% off 3 or more tickets), or talk to us about private training for your team on dates that suit you.

cxskills.com.au/frontline-customer-service-foundations-course · +61 3 9008 7287 · hello@cxskills.com.au



Scan for dates

