

INBOUND SALES TRAINING · ACXPA CERTIFIED

# Inbound Phone Sales Essentials

A 3-hour live course for anyone who takes inbound calls with a chance to sell, upsell, cross-sell or book. Your team learns a proven structure that turns everyday calls into better sales outcomes.

**\$315**

per person, ex GST

**PUBLIC OR  
PRIVATE****DURATION****1 × 3 hours****DELIVERY****Live online (public) · online or  
onsite (private)****PRICE****\$315 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 how customers buy**

What customers need to make a confident buying decision.

**Discover real needs**

Three discovery techniques, as used by the FBI.

**Close the call well**

Strong final checks and a warm, confident farewell.

**Engage with confidence**

Ownership, intent and clear expectations from the first hello.

**Educate clearly**

Information that makes it easy to decide in the moment.

**Energy and empathy**

Tone, projection and clarity that sound natural.

## What's covered

- 1 Sales Psychology and Standards** · What customers want and need to buy with confidence, based on decades of research.
- 2 How to Engage** · A strong first impression that builds trust for an open conversation.
- 3 How to Discover Needs** · Three discovery techniques, as used by the FBI, to confirm what customers want.
- 4 How to Educate** · Inform customers so they can make a confident decision in the moment.
- 5 How to Close** · End every call professionally, with no clunky finishes.
- 6 Energy & Empathy** · How you say it matters as much as what you say.

ACXPA certified, and aligned with the standards ACXPA uses to assess phone sales. Ideal for new starters, experienced staff who need a refresh, and service teams now expected to sell.



## How it compares

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

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

Inbound sales representatives, contact centre agents, appointment setters, product and service advisors, reception and frontline teams, and sales support staff.

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



### ACXPA membership

Built for anyone who sells on the phone.



Scan to see membership

- ✓ 25% off every CX Skills live public course
- ✓ Self-paced courses to help lift sales and retention
- ✓ The Agent Performance Matrix plots each person on quality versus productivity
- ✓ Live expert access every fortnight

**Individual \$197 a year • Business from \$497 for a team of five** (ex GST) · [acxpa.com.au/membership](https://acxpa.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](https://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.

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Scan for dates

