

INBOUND SALES TRAINING · ACXPA CERTIFIED

Inbound Phone Sales Foundations

Six hours of live training that builds confident inbound sales conversations, from the first hello to handling objections and closing the deal.

\$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 how customers buy

The psychology of sales, and why the experience matters.

Discover real needs

Three discovery techniques, as used by the FBI.

Handle objections

Empathy, plus a two-step method for concerns.

Engage with confidence

Trust, expectations, ownership and intent from the start.

Educate and close the deal

Checks of understanding, comfort and suitability.

Close any call

Strong final checks and a warm, confident farewell.

What's covered

SESSION 1

- 1 The Psychology of Sales** · What customers want and need to make a purchase, based on decades of research.
- 2 How to Engage** · A strong first impression that builds trust and confidence.
- 3 Better Needs Discovery** · Techniques used by the FBI to identify and confirm what customers want.

SESSION 2

- 4 Educate Customers and Close the Deal** · Educate proactively with checks of understanding, comfort and suitability.
- 5 How to Close Any Call** · Avoid awkward endings with a simple, warm close.
- 6 Empathy and Objection Handling** · Use empathy to defuse emotion and a two-step method for objections.

Everything in Essentials, with more time to practise, live coaching and a full module on objection handling. 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 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

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/inbound-phones-sales-foundations-training · +61 3 9008 7287 · hello@cxskills.com.au



Scan for dates

