

INBOUND SALES TRAINING · ACXPA CERTIFIED

## Inbound Phone Sales PRO

Our most complete inbound sales training, for teams who want to master phone sales: nine hours of live training, from the psychology of sales to end-to-end sales simulations.

**\$645**per person, ex GST  
(guide)

PRIVATE ONLY

**DURATION****3 × 3 hours (or a full day onsite)****DELIVERY****Live online (Zoom or Teams) or onsite****PRICE****Priced for your team, based on \$645 per person, ex GST****OPTIONS****Private team training only****CERTIFICATE****For everyone who completes****RATING****4.9/5 across our courses**

### What your team will be able to do

**Understand the buyer**

Traditional versus modern selling, and what drives a yes.

**Advanced discovery**

Three techniques, including one adapted from FBI negotiation training.

**Energy and empathy**

Tone and projection that sound fresh on every call.

**Sell to a standard**

The five core competencies of the ACXPA Phone Sales Quality Standards.

**Educate and close**

Pacing, pausing and natural closes that build buy-in.

**Bring it all together**

End-to-end sales simulations with feedback.

### What's covered

**SESSION 1**

- 1 The Psychology of Sales** · What customers need to buy with confidence, and traditional versus modern selling.
- 2 The ACXPA Phone Sales Quality Standards** · The five core competencies behind premium phone sales experiences.
- 3 How to Engage** · First impressions, trust and expectations, with live sales simulations.

**SESSION 2**

- 4 How to Discover Needs** · Three advanced discovery techniques, including one adapted from FBI negotiation training.
- 5 How to Educate & Close the Sale** · Clear, structured information, natural closes and objection handling.

**SESSION 3**

- 6 How to Close the Call** · Three techniques for professional, confident call endings.
- 7 Energy & Empathy** · Vocal control and empathy that keep every call engaging.
- 8 Bringing It All Together** · End-to-end role plays of every new sales skill.

Tailored to your products, offers and customers. For leaders, PRO creates a shared standard for sales conversations that makes onboarding, coaching and consistency easier long after the training.



## How it compares

| COURSE                   | LENGTH                                      | PRICE EX GST | AVAILABILITY      | BEST FOR                                              |
|--------------------------|---------------------------------------------|--------------|-------------------|-------------------------------------------------------|
| <b>Essentials</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 (this course)</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

- ✓ Priced for your team, based on \$645 per person ex GST
- ✓ Discounts for larger teams and ACXPA members
- ✓ Onsite delivery may include trainer travel
- ✓ Only one or two people? Book public Essentials or Foundations

## 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

Book a call from the course page, or call +61 3 9008 7287, and we'll work out the best format and dates for your team.

[cxskills.com.au/inbound-phone-sales-pro-course](https://cxskills.com.au/inbound-phone-sales-pro-course) · +61 3 9008 7287 · [hello@cxskills.com.au](mailto:hello@cxskills.com.au)



Scan to talk to us



ACXPA certified course

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