

★ NEW COURSES

OUTBOUND SALES TRAINING · COURSE GUIDE · B2B AND B2C

Choose the right outbound sales course

Sales training for anyone who picks up the phone to create new business: cold calling, appointment setting, lead follow-up or win-backs. You'll learn a repeatable call structure that opens real conversations and closes for a clear next step.

Compare the two courses

COURSE	LENGTH	PRICE	AVAILABILITY	BEST FOR
Essentials	1 × 3-hour session live online or onsite	\$315	Public or private	Anyone who needs fast, practical outbound skills they can use straight away
Foundations	2 × 3-hour sessions live online or onsite	\$485	Public or private	Anyone who wants deeper outbound skills and more practice

Prices per person, AUD ex GST. See the website for the latest dates and prices.

What's covered in each course

Both courses teach the same repeatable outbound call framework. Foundations adds emotion and buyer psychology, sounding confident and getting past gatekeepers, with more time to practise.

Module	Essentials 1 × 3-hour session	Foundations 2 × 3-hour sessions
Why cold calling feels hard	Included	Session 1
Anatomy of a buyer	Included	Session 1
Emotion vs logic	—	Session 1
Self-motivation and mind conditioning	Included	Session 1
Sounding confident	—	Session 1
The repeatable outbound call structure	Included	Session 1
Getting past gatekeepers (B2B)	—	Session 2
Discovery that finds the hot buttons	Included	Session 2
Benefit-led presentations	Included	Session 2
Trial closes	Included	Session 2
Handling objections	Included	Session 2
Closing and next steps	Included	Session 2
Role plays and practice	Coached practice on the core call structure.	More time to practise, across two sessions.

[Course page](#) · [Fact sheet](#)
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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

Why CX Skills

- ✓ Outbound specialists: what actually works on outbound calls, not generic sales theory.
- ✓ B2B and B2C: examples and language for business and consumer calling.
- ✓ Led by Marc Carriere: 35 years of outbound sales, lead generation and appointment setting.
- ✓ Mindset and psychology: resilience and buyer psychology that keep callers dialling.

Your trainer



Marc Carriere

35 years in lead generation, telesales and appointment setting, with B2B and B2C work across seven countries. Has owned and run a call centre himself.

Who it's for

Outbound sales representatives, appointment setters, SDRs and BDRs, contact centre sales agents, account managers, telemarketing and fundraising teams, and business owners and sales leaders.

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



ACXPA membership

Built for anyone who makes outbound sales calls.



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 public dates for Essentials and Foundations and book online by card or invoice (15% off 3 or more tickets), or talk to us about private training for your team, online or onsite.

cxskills.com.au/outbound-sales-training • +61 3 9008 7287 • hello@cxskills.com.au



Scan to talk to us