

★ **NEW COURSE**
OUTBOUND SALES TRAINING · B2B AND B2C

Outbound Sales Essentials

A 3-hour live course for anyone who makes outbound sales calls. You'll learn a repeatable call structure to open with confidence, find what matters to the buyer, handle objections and close for a clear next step.

\$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
TRAINER
Marc Carriere, 35 years in outbound sales

What you'll be able to do

Beat call reluctance

Why cold calling feels hard, and how to reset confidence fast.

Follow a proven call flow

From introduction and intent to discovery, presentation and close.

Handle objections calmly

Find the real objection and respond without getting defensive.

Know how buyers think

Trust, resistance and what makes a buyer engage right now.

Find the hot buttons

Smarter questions that uncover what matters, and why.

Close for a next step

A sale, an appointment or an agreed follow-up.

What's covered

- 1 Why Cold Calling Feels Hard (and How to Fix It)** · The real reasons outbound calls fail, and how to reset confidence fast.
- 2 Anatomy of a Buyer** · What buyers are actually looking for before they engage.
- 3 Self-Motivation & Mind Conditioning** · Make the first call, recover quickly and keep energy high.
- 4 The Repeatable Outbound Call Structure** · A practical call flow from the first hello to the close.
- 5 Discovery That Finds the "Hot Buttons"** · Smarter questions, then drill down to understand why.
- 6 Benefit-Led Presentations** · Keep the pitch tight, personal and focused on outcomes.
- 7 Trial Closes That Build Momentum** · Small "yes" moments that make the close feel natural.
- 8 Handling Objections** · Find the real objection and guide the call back to value.
- 9 Closing & Next Steps** · Close cleanly without over-selling, and secure the commitment.

Covers B2B and B2C calling. Ideal for new outbound callers, experienced callers who want more structure, and business owners who make their own sales calls.

How it compares

COURSE	LENGTH	PRICE EX GST	AVAILABILITY	BEST FOR
Essentials (this course)	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

Both courses teach the same proven framework. 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



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 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/outbound-sales-essentials · +61 3 9008 7287 · hello@cxskills.com.au



Scan for dates