

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

Outbound Sales Foundations

Six hours of live training that builds confident outbound sales calls, from mindset and buyer psychology to getting past gatekeepers, handling objections and closing.

\$485

per person, ex GST

**PUBLIC OR
PRIVATE**
DURATION
2 × 3 hours
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
TRAINER
**Marc Carriere, 35 years in
outbound sales**

What you'll be able to do

Know how buyers think

Emotion, logic and why people buy you first.

Follow a proven call flow

A repeatable structure from introduction to close.

Handle objections

Feel, felt, found, without losing control of the call.

Sound confident

Hesitate, modulate and emphasise to create authority.

Get past gatekeepers

Treat gatekeepers as allies and reach the decision-maker.

Close for a next step

Recognise buying signs and secure the commitment.

What's covered

SESSION 1: CORE OUTBOUND CALLING FOUNDATIONS

- 1 **Why Cold Calling Feels Hard (and How to Fix It)**
- 2 **Anatomy of a Buyer**
- 3 **Emotion vs Logic**
- 4 **Self-Motivation & Mind Conditioning**
- 5 **Sounding Confident**
- 6 **The Repeatable Outbound Call Structure**

SESSION 2: ADVANCED OUTBOUND SALES SKILLS

- 7 **Getting Past Gatekeepers (B2B)**
- 8 **Discovery That Finds the "Hot Buttons"**
- 9 **Benefit-Led Presentations**
- 10 **Trial Closes That Build Momentum**
- 11 **Handling Objections (Feel, Felt, Found)**
- 12 **Closing & Next Steps**

Covers B2B and B2C calling. Ideal for callers who want more than a short overview, from people new to outbound sales to experienced callers building better habits.

How it compares

COURSE	LENGTH	PRICE EX GST	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 (this course)	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-foundations · +61 3 9008 7287 · hello@cxskills.com.au



Scan for dates