

SALES TRAINING · ACXPA CERTIFIED

Retention Foundations

Six hours of live training for anyone who handles cancellation calls. You'll learn to uncover the real reason a customer wants to leave, acknowledge it with empathy and rebuild the value, without relying on discounts.

\$485

per person, ex GST

**PUBLIC OR
PRIVATE****DURATION****2 x 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****RATING****4.9/5 across our courses**

What you'll be able to do

Know why customers leave

What's really driving the decision, beyond what's said.

Engage from the first hello

Energy and empathy that open up the conversation.

Acknowledge with empathy

Make customers feel heard in the moments that matter.

Use the behaviours that retain

Empathy, ownership and clear intent that build trust.

Uncover the root cause

Discovery techniques that show where the value broke down.

Rebuild value and confirm

Targeted solutions, value checks and a warm close.

What's covered

SESSION 1: RETENTION FOUNDATIONS

- 1 The Psychology of Customers** · What customers want and need when they call to cancel, beyond what's said on the surface.
- 2 The Core Behaviours That Drive Retention** · The behaviours recognised in the ACXPA Global Contact Centre CX Standards, and why they help customers decide to stay.
- 3 How to Engage** · Create a strong first impression with energy, ownership and personalisation.

SESSION 2: REBUILDING VALUE AND CLOSING

- 4 Better Conversations to Reveal Root Causes** · Three discovery techniques to confirm why the customer wants to cancel and where the value broke down.
- 5 How to Acknowledge Concerns With Empathy** · A structured method to acknowledge key concerns, so customers feel heard and understood.
- 6 How to Educate, Confirm & Close** · Respond with targeted solutions and value checks, then confirm the save with clear next steps.

Ideal for dedicated save teams and anyone who handles cancellation calls as part of their role.



What's included

- ✓ 2 × 3 hours of live training, two live sessions
- ✓ Role plays, discussion and live coaching
- ✓ Certificate for everyone who completes
- ✓ Public course tickets, or a private course for your team

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

Retention and save teams, customer service representatives, subscription and membership teams, fundraising and donor care teams, utilities and telco staff, and account managers and business owners.

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



ACXPA membership

Built for anyone who takes calls from customers who want to leave.



Scan to see membership

- ✓ 25% off every CX Skills live public course
- ✓ Self-paced courses on customer retention, selling and difficult customers
- ✓ 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) · cxskills.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/retention-foundations · +61 3 9008 7287 · hello@cxskills.com.au



Scan for dates

