

SALES TRAINING · COURSE GUIDE

Sales training that lifts results on every call

Help your team convert more enquiries, recover overdue accounts and keep more of the customers you've worked hard to win. Practical, instructor-led training in inbound sales, outbound sales, collections and retention, live online or onsite at your workplace.

Four streams, one goal: more revenue from every conversation

STREAM	LEVELS AND LENGTH	PRICE	TRAINER	BEST FOR
Inbound phone sales View courses	Essentials 1 × 3 hours	\$315	Simon Blair	Anyone who takes inbound calls with a chance to sell, upsell, cross-sell or book
	Foundations 2 × 3 hours	\$485		
	PRO 3 × 3 hours	\$645		
Outbound sales View courses	Essentials 1 × 3 hours	\$315	Marc Carriere	Reps, appointment setters and anyone making proactive B2B or B2C calls
	Foundations 2 × 3 hours	\$485		
Collections View courses	Foundations 2 × 3 hours	\$485	Simon Blair	Collections teams, and anyone who has to chase overdue payments
Customer retention View courses	Foundations 2 × 3 hours	\$485	Simon Blair	Save teams and service staff who handle cancellation calls

Prices per person, AUD ex GST. PRO runs as private training. Inbound phone sales, collections and retention courses are ACXPA certified. See the website for the latest dates and prices.

Which stream is right for your team?

Taking inbound calls that could turn into a sale?

Inbound phone sales

Making proactive calls to prospects or clients?

Outbound sales

Chasing overdue accounts or payments?

Collections Foundations

Handling cancellation or downgrade requests?

Retention Foundations

Three course lengths Live online via Zoom, or onsite for private groups

Essentials

1 × 3-hour session

Core skills, fast

Foundations

2 × 3-hour sessions

or a half day onsite, with more practice

PRO

3 × 3-hour sessions

or a full day onsite, going deepest

Win new business Inbound and outbound phone sales

ACXPA CERTIFIED · THREE LEVELS

Inbound Phone Sales

Essentials · \$315

Foundations · \$485

PRO · \$645 · private

A proven, repeatable structure that lifts conversion without scripts or pressure. Every level teaches the same framework; longer courses add more practice and feedback. [View course](#)

BEST FOR

Contact centres, reception and office-based teams: anyone who takes inbound calls with a chance to sell, upsell, cross-sell or book.

WHAT'S COVERED

- 1 **The psychology of sales**
- 2 **The ACXPA Phone Sales Quality Standards**
- 3 **How to engage**
- 4 **Needs discovery**
- 5 **How to educate** · turning features into value
- 6 **How to close**
- 7 **Energy and empathy**
- 8 **Objection handling** · at every level

[Compare all three levels in the Inbound Phone Sales course guide](#)



Simon Blair

Co-author of the ACXPA Global Contact Centre CX Standards. 30+ years in training and consulting, 50,000+ customer interactions assessed.

B2B AND B2C · TWO LEVELS

Outbound Sales

Essentials · 3 hours · \$315

Foundations · 2 × 3 hours · \$485

Open calls with confidence, get past gatekeepers, handle “not interested” and close for a clear next step. Essentials builds the core call framework; Foundations goes deeper with more practice. [View course](#)

BEST FOR

Outbound reps, appointment setters, SDRs and BDRs, telemarketing teams, account managers, and business owners who make their own calls.

WHAT'S COVERED

- 1 **A structured call framework** · conversational, not scripted
- 2 **Confident openings** · a credible reason to call
- 3 **Gatekeepers and voicemail**
- 4 **Discovery and qualification**
- 5 **Objection handling** · including “send me an email”
- 6 **Closing for a clear next step**
- 7 **Mindset and resilience** · **Foundations**
- 8 **Buyer psychology** · **Foundations**



Marc Carriere

Outbound sales specialist with 30+ years across Australia, North America and more. Average course rating 4.8/5.

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) is priced after a quick chat
- ✓ A certificate for everyone who completes

Protect cash flow and keep customers Collections and retention

ACXPA CERTIFIED · CASH FLOW

Collections Foundations

2 × 3 hours
\$485
Public or private

Lift cash flow with professional, respectful conversations that secure commitments, protect relationships and uphold your brand. Practical tools and language, not scripts. [View course](#)

BEST FOR

Accounts receivable and collections teams, plus anyone who has to chase payments as part of the job, from contact centre agents to small business owners.

WHAT'S COVERED

- 1 **The psychology of customers** · in financial difficulty
- 2 **How to engage** · trust and clear expectations
- 3 **Negotiation and problem solving** · payment terms that work
- 4 **Closing with impact** · confirm the agreement
- 5 **Empathy and intent** · balancing empathy with assertiveness
- 6 **Handling the most difficult customers** · de-escalation
- 7 **Online communication** · email and chat

Simon Blair

Co-author of the ACXPA Global Contact Centre CX Standards. 30+ years in training and consulting, 50,000+ customer interactions assessed.


ACXPA CERTIFIED · SAVE CONVERSATIONS

Retention Foundations

2 × 3 hours
\$485
Public or private

Keep the customers you've worked hard to win. Uncover the real reason a customer wants to leave, acknowledge it with empathy and rebuild the value, without relying on discounts. [View course](#)

BEST FOR

Retention and save teams, and service staff who handle cancellation calls, in subscription, fundraising, utilities, telco and service businesses.

WHAT'S COVERED

- 1 **The psychology of customers** · why they really call to cancel
- 2 **The core behaviours that drive retention** · as recognised in the ACXPA Phone Quality Standards
- 3 **How to engage**
- 4 **Better conversations to reveal root causes**
- 5 **Acknowledging concerns with empathy**
- 6 **How to educate, confirm and close**

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Why CX Skills

- ✓ Specialist trainers for each stream, who've done the job
- ✓ Role plays, live demos and real-time feedback
- ✓ ACXPA certified inbound sales, collections and retention courses
- ✓ Rated 4.9/5, and trusted by 400+ organisations

What participants say

Verified 5-star reviews

★★★★★

"It's amazing to listen to the difference in our calls to see how far we have come and what staff have achieved in the past 3 months."

Tameka Park

Culture & Capability Advisor, Aurora Energy
Inbound phone sales · private course

★★★★★

"...I hear the Team trying out the techniques and we have seen a huge lift in our supporter saves results."

Stacey Watson

Support Engagement Manager, Starlight Foundation
Retention Foundations · private course

★★★★★

"This training took efficient, tried and tested sales concepts and expanded on them to not only generate higher conversion, but a more positive customer experience."

Chris Remnant

Team Leader, Viking Cruises
Inbound phone sales · private course

★★★★★

"Simon was very knowledgeable and made the presentation fun and interactive. I enjoyed the role playing, which will assist me in effective communication strategies, negotiation and assist in managing overdue accounts."

Svetlana Angelkoski

Senior Accounts Receivable/Finance Assistant,
Newington College
Collections Foundations · public course

★★★★★

"Staff have a great foundation in appreciating the value and art of a buying process and sales conversation."

Chris Saunders

Branch Team Leader, RACT
Inbound phone sales · private course

★★★★★

"Since completing the training, I've noticed a marked improvement in the success of my phone and email communications."

Brooke Campbell

Customer Service Supervisor, PetSure
Inbound Sales Essentials · private course

Public or private

Every stream, two ways to take part

Public courses

Live online · book one ticket or several

Join a scheduled class with people from other organisations and industries. Fixed dates published in advance, and pay by card or invoice at checkout.

Private training

Your team only · minimum 5 participants

Dates and times to suit your roster, live online or onsite, and customised to your offers, pricing, compliance and KPIs, with role plays that mirror your own calls.

ACXPA MEMBERSHIP


Want 25% off every live course, plus the tools to sell, collect and retain better?

CX Skills is the official training partner of ACXPA. Membership is a practitioner-built, vendor-neutral toolkit for anyone who sells, collects payments or keeps customers, and you don't need to book a course to use it.



Scan to see membership

Phone sales quality standards

The ACXPA Global Contact Centre CX Standards set out how ACXPA assesses sales and service calls. Our inbound sales courses are aligned with them.

[Explore](#)

Australian Call Centre Rankings

See how Australia's biggest call centres perform against the same standards your team trains on.

[Explore](#)

Live expert access, every fortnight

Open Mic: a relaxed, off-the-record Zoom every second Tuesday with ACXPA's founder and CEO.

[Explore](#)

Sales skills, any time

Self-paced courses to help lift sales and retention, each with a workbook, quiz and certificate, plus one-minute refreshers.

[Explore](#)

25% off every CX Skills live public course.

Individual \$197 a year · Business from \$497 for a team of five (ex GST). acxpa.com.au/membership

Prefer self-paced? The Online Sales Skills pathway

When live training isn't practical, take your team through the key sales topics in the right order, at their own pace. Short 10-minute lessons, workbooks, quizzes and a certificate, from \$9.15 per person a month.

Know Your Business

Introduction to Selling

Managing Customer Needs

Outbound Calling

Consultative Selling

Closing the Sale

Influencing Skills

Negotiation Skills

cxskills.com.au/online-sales-skills-course



Scan to explore

Next steps

See upcoming public dates and book online by card or invoice, or talk to us about private sales, collections or retention training for your team.

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Scan for dates