



Multi Level Marketing

SEHG-SM-2111 · Business · approx. 7 min seat time · English · 100% online, self-paced

Accreditation & industry alignments: none verified on record — institutional accreditor mapping pending

COURSE DESCRIPTION

Sales & Marketing course covering multi level marketing. Self-paced lessons with applied exercises.

WHO THIS COURSE IS FOR

Working professionals, team leads, and career-changers who want practical, job-ready Business skills — no prior coursework required. Teams and organizations can enroll groups for consistent, measurable upskilling.

WHAT'S INCLUDED

- 1 clock hour(s) of self-paced online learning
- 12 course modules
- 7 instructional videos — 7 minutes of total video runtime
- This syllabus (PDF), downloadable for reference
- Official SEHG Certificate of Completion upon finishing the course
- Language editions: English · Español

Delivered 100% online and self-paced in the SEHG learning platform. This section lists the materials currently delivered for this course.

MODULE MAP

- **Module 1 — Introduction**
 - Course Objectives
- **Module 2 — How Does Multi-Level Marketing Work**
 - Networking Marketing
 - Independent Agents
 - Commission-Based
 - Agents Recruit New Agents
- **Module 3 — Building a Contact List**
 - Leverage Personal Networks
 - Warm Lists
 - Internet-Lead Generation
 - Purchasing Lead Lists
- **Module 4 — Recruiting New Agents (I)**
 - Draw on Personal and Professional Network
 - Recruit Satisfied Customers
 - Recruit Those Who Seek Work Flexibility
 - Stress Benefits of Being Agent
- **Module 5 — Recruiting New Agents (II)**
 - Invitation to Marketing Presentation
 - Focus Presentation on Benefits

- Showcase Success Stories
- Provide Multi-Media Presentation
- **Module 6 — Training MLM Agents**
 - Sponsorship/Mentorship
 - Provide Training in Marketing
 - Provide Training in Recruitment
 - Provide Ethics Training
- **Module 7 — Sponsorship/Mentorship**
 - Pair New Agents with Mentors
 - Benefits of Sponsorship/Mentorship to Mentee
 - Benefits of Sponsorship/Mentorship to Mentor
 - Best Mentorship Practices
- **Module 8 — Provide Marketing Presentation Training**
 - Provide Training in Presentations
 - Provide Copies of Marketing Presentation
 - New Recruits Practice Presentation
 - Offer Marketing Resources
- **Module 9 — Provide Social Media Training**
 - Social Media is Key to Networking!
 - Websites and Blogs
 - Facebook and Twitter
 - LinkedIn
- **Module 10 — Provide Training in Recruitment**
 - Building a Contact List
 - Leveraging Personal and Professional Networks
 - Provide Presentation/ "Elevator Speech" Training
 - Discuss Follow-up
- **Module 11 — Provide Ethics Training**
 - MLM and Bad Raps
 - Only Follow-up if Opted-In
 - Keeping the Sales Pitch Honest
 - Keep Expectations Realistic
- **Module 12 — Assessment**

COMPLETION & CERTIFICATION

Completion-based: a certificate of completion is issued after all course videos have been viewed.
The certificate of completion is non-credit. This course does not currently carry academic credit or CEUs.

OFFICIAL SEHG CERTIFICATE

Graduates receive the official Synergy University Education Certificate of Completion — issued by the Office of the Registrar with a unique credential ID, shareable to LinkedIn and verifiable online.

Every certificate carries a unique credential ID — verify at:

SynergyEducation.AI/verify

SUPPORT, ACCESS & POLICIES

- Support: CEO@SynergyEducation.AI
- Accessibility: ADA/WCAG 2.1 AA-first delivery; accommodations available on request.
- Academic integrity and refund policies: per SEHG student handbook.

Enroll Today

Tuition per learner (Essentials tier) — enroll online with the course code below.

\$49 · SEHG-SM-2111 · SynergyEducation.AI

Also available: instructor-led workshop kits for teams — in-person training agendas, playbooks, and facilitator materials built on this course. Contact CEO@SynergyEducation.AI.