



Sales Fundamentals

SEHG-SM-6685 · Business · approx. 11 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 sales fundamentals. 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
- 11 instructional videos — 11 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 — Understanding the Talk**
 - Types of Sales
 - Common Sales Approaches
 - Glossary of Common Terms
- **Module 3 — Getting Prepared to Make the Call**
 - Identifying Your Contact Person
 - Performing a Needs Analysis
 - Creating Potential Solutions
- **Module 4 — Creative Openings**
 - A Basic Opening for Warm Calls
 - Warming Up Cold Calls
 - Using the Referral Opening
- **Module 5 — Making Your Pitch**
 - Features and Benefits
 - Outlining Your Unique Selling Position
 - The Burning Question That Every Customer Wants Answered
- **Module 6 — Handling Objections**
 - Common Types of Objections

- Basic Strategies
- Advanced Strategies
- **Module 7 — Sealing the Deal**
 - Understanding When It's Time to Close
 - Powerful Closing Techniques
 - Things to Remember
- **Module 8 — Following Up**
 - Thank You Notes
 - Resolving Customer Service Issues
 - Staying in Touch
- **Module 9 — Setting Goals**
 - The Importance of Goals
 - SMART Goals
- **Module 10 — Managing Your Data**
 - Choosing a System That Works for You
 - Using Computerized Systems
 - Using Manual Systems
- **Module 11 — Using a Prospect Board**
 - The Layout of a Prospect Board
 - How to Use Your Prospect Board
 - A Day in the Life of Your Board
- **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-6685 · 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.