



Overcoming Sales Objections

SEHG-SM-7771 · Business · approx. 12 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 overcoming sales objections. 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

- 2 clock hour(s) of self-paced online learning
- 12 course modules
- 12 instructional videos — 12 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 — Three Main Factors**
 - Skepticism
 - Misunderstanding
 - Stalling
- **Module 3 — Seeing Objections as Opportunities**
 - Translating the Objection to a Question
 - Translating the Objection to a Reason to Buy
- **Module 4 — Getting to the Bottom**
 - Asking Appropriate Questions
 - Common Objections
 - Basic Strategies
- **Module 5 — Finding a Point of Agreement**
 - Outlining Features and Benefits
 - Identifying Your Unique Selling Position
 - Agreeing with the Objection to Make the Sale
- **Module 6 — Have the Client Answer Their Own Objection**
 - Understand the Problem
 - Render It Unobjectionable

- **Module 7 — Deflating Objections**
 - Bring up Common Objections First
 - The Inner Workings of Objections
- **Module 8 — Unvoiced Objections**
 - How to Dig up the “Real Reason”
 - Bringing Their Objections to Light
- **Module 9 — The Five Steps**
 - Expect Them
 - Welcome Them
 - Affirm Them
 - Complete Answers
 - Compensating Benefits
- **Module 10 — Dos and Don'ts**
 - Dos
 - Don'ts
- **Module 11 — Sealing the Deal**
 - Understanding When It's Time to Close
 - Powerful Closing Techniques
 - The Power of Reassurance
 - Things to Remember
- **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-7771 · 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.