



**Brilliant
Minds Force**
CONNECTING EDUCATION TO INDUSTRY

COM1203

Sales Fundamentals

A practical sales readiness program for schools, colleges, and workforce initiatives.

OVERVIEW

BMF Sales Fundamentals equips learners with foundational sales knowledge, customer communication skills, relationship-building practices, and practical exposure to CRM-supported sales workflows. The program helps institutions prepare learners for customer-facing roles, further study, and real-world impact.

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WHY INSTITUTIONS CHOOSE THIS COURSE

- Practical and employability-focused
- Supports communication and customer-facing readiness
- Suitable for entry-level learners across academic and workforce settings

WHAT THE PROGRAM COVERS

- 1 Introduction to Sales
- 2 The Sales Process
- 3 Sales Communication Skills
- 4 Sales Strategies and Techniques
- 5 Technology in Sales
- 6 Sales Metrics and Analytics
- 7 Ethics in Sales
- 8 Careers in Sales
- 9 Case Studies and Real-World Applications
- 10 Impact of the Sales Department on Other Company Departments

INSTRUCTIONAL APPROACH

- Slide-based reading
- Podcasts and audio lessons
- Video lessons

Students can choose the format that works best for their learning style.

LEARNING OUTCOMES

- Build confidence in understanding how sales supports business growth and customer relationships.
- Develop ethical sales habits that support trust, professionalism, and long-term customer loyalty.

INSTITUTIONAL FIT / IDEAL FOR

- Trade Schools
- High Schools
- Colleges & Universities
- Workforce Development Programs
- Technical and Career Readiness Programs



DURATION

Flexible



FORMAT

Online, blended, or guided implementation



LANGUAGE

English / Spanish



CERTIFICATE

BMF Certificate of Achievement



LEVEL

Entry Level

Equip learners with practical Sales knowledge

Ask about implementation, customization, and multi-format delivery.

ENGAGE
STUDENTS

BUILD
CONFIDENCE

PREPARE FOR THE
FUTURE

CREATE LASTING
IMPACT