Training Course:
Selling Skills in E-Commerce

19 - 23 May 2024
Alexandria (Egypt)

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Training Course code: SM234617 From: 19 - 23 May 2024 Venue: Alexandria (Egypt) - Training Course Fees: 3950
Euro

Introduction

It s no question that selling online can dramatically broaden your audience and has been the key to success for many businesses. This course will help you harness the power of e-commerce.

You will learn how to better understand your brand and define your target market so that you can position your brand online most effectively. You will also discover how to develop a marketing and sales strategy and gain the skills required to execute it.

Course Objectives - Selling Skills in E-Commerce

- Create an engaging homepage. You can improve a customer s experience by creating quality content with an attractive design. Throughout the E-commerce course, you will learn to choose the right imagery, which will complement the perfect product description.
- Drive sales through your product pages. The content on your product page is the most effective way to convert your users. This course will teach you the best ways to increase your sales through these key pages.
- Create a checkout experience that s successful. With different payment processors, you have to keep up with the most reliable option for your customer as well as ensure an easy checkout experience. We will help you to analyze the reasons why people abandon baskets right before checkout, and how to improve this.
- Understand which E-commerce platform is best. The amount of E-commerce platforms available is overwhelming, but which one is the best for your business? We will teach you the difference and which option will align with your business objectives and strategy.
- Improve your sales conversion rates. Understanding your audience and creating targeted content will help to increase customer engagement and, as a result, improve the conversion.

Course Outlines of Selling Skills in E-Commerce

Day 1: Understanding E-Commerce Principles

- Overview of Electronic Commerce EC and Technology Infrastructure
- EC Revenue Models and E-Tailing
- Creating the perfectly optimized homepage
- Great Ecommerce design principles
- From banners to beyond
- Sharing your store's story in a second
- Understanding your target audience
- Which Ecommerce Platform is best?

Day 2: Product Pages that Sell

- Category to Product pages
- The product information hierarchy - what information should go where?
- Writing the perfect product description
- the importance of imagery
- Upselling
- Using recommendations to increase conversions
- How video can increase conversions
- SEO best practices
- Why simple is best

Making the Sale

- The Four Steps of a Sale
- The Sales Process - A Practical Example
- Best Practices for Checkout pages
- One-Click Checkouts
- Choosing and Using Payment Processors
- Understanding SSL
- Assessing and managing abandoned baskets

Core Selling Skills

- Core Attributes You Need to Succeed
- Communications Skills in Sales
- Questioning Skills
- Types of Questions
- Listening Skills
- Levels of Listening
- What to Avoid
- Getting Organized for Sales

Day 3: People Buy from People

- How People Make Buying Decisions
- The Rules of Likeability
- The Importance of Empathy
- Building Trust and Rapport
- What Makes People Buy
- Other Reasons People

Business to Bussiness Selling B2B:

- B2B strategy, task prioritization, and role assignment.
- Approaching your first potential client in a professional way.
- A highly-effective email pitch.
- Follow-up sequence.
- A proposal to send to a small business for a relatively small deal.
- What types of businesses are best for clients?
- Email, direct message, or phone call.

ABC: Always Be Closing

- Asking for the Business
- Buying Signals
- Effective Closing Techniques
- Types of Close
- Framing the Close
- Pitfalls When Closing the Sale
- Trial Closing
- The Most Powerful Word in Sales
- Getting Repeat Business

Day 4: Advanced Selling Techniques

- Cross-Selling
- Up-Selling
- Value Added Suggestive Selling
- Advancing Opportunity
- Exceeding Customer Expectations
- Lifetime Value
- Giving Recognition

Negotiation Tactics

- Basic Negations Quiz
- Positional Bargaining or Principled Negotiation
- Problems with Positional Bargaining
- Opening up the Negotiation
- Reverse Psychology in Negotiation

Day 5: Building Profitable Relationships

- The Leaky Bucket Problem
- Identifying Key Individuals
- Prospecting
- Influencers and Decision Makers
- Talking to the Right People
- Making that Good First Impression
- How to Win Friends and Influence People
- Dale Carnegie's Six Principles of Relationship
- What's In It for Me? WIIFM
- Honesty and Integrity

Registration form on the Training Course:
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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Position: ....
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Company Information

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Person Responsible for Training and Development

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Payment Method

⬜ Please find enclosed a cheque made payable to Global Horizon

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