



*Training Course:  
Selling Skills in E-Commerce*

*23 - 27 November 2026  
Cape Town (South Africa)  
DoubleTree by Hilton Cape Town - Upper Eastside*

## Training Course: Selling Skills in E-Commerce

Training Course code: SM234617 From: 23 - 27 November 2026 Venue: Cape Town (South Africa) - DoubleTree by Hilton Cape Town - Upper Eastside Training Course Fees: 6350 € 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 Business 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 Negotiations 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: Selling Skills in E-Commerce

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Company Information

Company Name: .....  
 Address: .....  
 City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
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