



*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

This training program is designed by [Global Horizon Training Center](#) to equip professionals with the practical skills and strategic knowledge required to succeed in the rapidly growing world of e-commerce.

Selling online provides businesses with the opportunity to expand their reach, engage new audiences, and significantly increase revenue. However, success in e-commerce requires more than just having an online store—it demands a deep understanding of customer behavior, user experience, content strategy, and conversion optimization.

This program focuses on enabling participants to build high-performing e-commerce platforms, create compelling product experiences, and apply advanced selling techniques to maximize conversions and customer lifetime value.

Course Objectives

By the end of this program, participants will be able to:

- Design engaging and high-converting e-commerce homepages
- Optimize product pages to improve sales performance
- Create seamless and user-friendly checkout experiences
- Select and evaluate the most suitable e-commerce platforms
- Apply conversion optimization techniques to increase sales
- Develop targeted content strategies aligned with customer behavior
- Understand online customer journeys and buying decisions
- Apply professional selling skills in digital environments

Target Audience

- E-Commerce Managers and Specialists
- Digital Marketing Professionals
- Online Business Owners and Entrepreneurs
- Sales Professionals transitioning to online sales
- Website and Content Managers
- Customer Experience CX Professionals

Training Outline

Day 1: E-Commerce Fundamentals & Platform Strategy

- Overview of e-commerce concepts and business models
- E-commerce revenue models and online retailing e-tailing
- Designing an optimized homepage for engagement and conversion
- E-commerce design principles and user experience UX
- Communicating brand value quickly and effectively
- Understanding target audience and customer personas
- Comparing and selecting the right e-commerce platform

Day 2: Product Pages, Checkout Optimization & Core Selling Skills

- Structuring category and product pages effectively
- Product information hierarchy and content placement
- Writing persuasive product descriptions
- Importance of visuals and product imagery
- Using recommendations, upselling, and video content
- SEO best practices for product visibility
- Checkout optimization and one-click checkout strategies
- Payment systems, SSL, and transaction security
- Managing cart abandonment and recovery strategies
- Core selling skills: communication, questioning, listening, and organization

Day 3: Customer Behavior, Trust & Closing Online Sales

- Understanding how customers make buying decisions online
- Principles of likeability, trust, and empathy
- Building rapport in digital environments
- Key drivers of online purchasing behavior
- Introduction to B2B e-commerce selling strategies
- Effective outreach: emails, messages, and calls
- Sales closing techniques and recognizing buying signals
- Trial closing and overcoming closing challenges
- Strategies for generating repeat business

Day 4: Advanced Selling & Negotiation Techniques

- Cross-selling and upselling strategies
- Value-added suggestive selling techniques
- Managing and advancing sales opportunities
- Enhancing customer experience beyond expectations
- Understanding customer lifetime value CLV
- Recognition and relationship reinforcement techniques
- Negotiation fundamentals and strategies
- Positional vs. principled negotiation
- Psychological approaches in negotiation

Day 5: Relationship Building & Long-Term Customer Value

- Understanding the "leaky bucket" concept in customer retention

- Identifying key decision-makers and influencers
- Prospecting strategies for online environments
- Building strong first impressions
- Relationship-building frameworks and best practices
- Applying Dale Carnegie's principles of influence
- Understanding customer motivations WIIFM concept
- Ethics, honesty, and integrity in online selling
- Final case study and practical application

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

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Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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3 Oudai street, Aldouki,
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