



*Training Course:  
Selling Skills in E-Commerce*

*4 - 8 January 2027  
Cape Town (South Africa)  
DoubleTree by Hilton Cape Town - Upper Eastside*

## Training Course: Selling Skills in E-Commerce

Training Course code: SM234617 From: 4 - 8 January 2027 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

**Training Course code:** SM234617 **From:** 4 - 8 January 2027 **Venue:** Cape Town (South Africa) - DoubleTree by Hilton Cape Town - Upper Eastside **Training Course Fees:** 6350 € Euro

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  
3 Oudai street, Aldouki,  
Giza, Giza Governorate,  
Egypt.