

Selling Skills in E-Commerce

Marketing, Sales, Customer Service
Barcelona (Spain)
20 - 24 Jan 2025

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Selling Skills in E-Commerce

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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. At the end of this training course, 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 of Selling Skills in E-Commerce

- Create an engaging homepage to improve customer's experience
- Create a checkout experience that's successful
- Analyze the reasons why people abandon baskets right before checkout
- Understand which E-commerce platform is best for your business
- Understand your audience and create targeted content will help to increase customer engagement

Selling Skills in E-Commerce Course Outlines

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?

Product Pages that Sell

- Category to Product pages
- The product information hierarchy

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the right side of the board.

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- 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

Day 2

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

ABC: Always Be Closing

- Asking for the Business
- Buying Signals
- Effective Closing Techniques
- Types of Close
- Framing the Close

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- 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

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