

The BOOST4Shoes training course targets the professionals from the footwear sector in order to support them in the acquisition of skills and competences to become Online Sales Manager.

The course is elaborated based on a set of strategies for boosting cross-border sales and it comprises a series of modules addressing the main areas of the

e-Commerce lifecycle: Ordering, Payment, Delivery, Promotion, Communication, Overall Service.

The course is a complete action based training program, facilitating the immediate application of acquired knowledge and skills at the workplace which we believe, will lead to an increase in revenue from online sales.

What the target groups will be able to do

By the end of this course, the target groups will have everything they need to get started and grow FAST:

- They will identify distinct features and practices for each of the e-Commerce core and supportive processes.
- They can immediately implement the winning practices at their own place and they can witness the benefits upon their company.
- They acquire knowledge and skills based

on six modules comprising detailed action cards that will deliver all the necessary information for each e-Commerce strategy, including details such as: general description, action type, time required for implementation and associated cost, any positive and/or negative aspects from implementation, estimated exploitation time, further links and specific cross border components.

How the training needs have been identified

The partners revealed the current state of play in e-Commerce practices of footwear SMEs in six countries: UK, Germany, Poland, Portugal, Greece and Romania. Also, the winning practices from countries topping the footwear e-commerce charts in terms of cross border sales were identified. The comparative analysis revealed the gap between the desired situation and the present situation in terms of the following criteria: infrastructure, helping tools, risk reduction, marketing tools, and traffic.

The report titled Practices of European e-Commerce retailers from the footwear industry could be accessed at the following link:

<https://boost4shoes.eu/results>

A survey for footwear SMEs was created, and it allowed for reaching what skills to further concentrate on while preparing platform content encompassing the online sales strategies.

Training Methodology and Online Sales Strategies Definition

The training methodology is action driven so that the footwear SMEs will be immediately able to see the relevance of each action to their workspace and understand the benefits from their implementation. Based on the identified winning practices, different e-Commerce strategies were designed in response to the needs of the target groups.

BOOST4SHOES TRAINING COURSE

The BOOST4Shoes training course addressing to Online Sales Managers is designed to support instructor led training in a blended learning environment, remote self paced learning and skills retention of those that have undertaken the course and they want to refresh their knowledge.

The modules of the course are originated from six main areas of the e-Commerce lifecycle and they concentrate on seven strategies: **Go Mobile, Promote, Achieve C- Commerce, Attitude to Delivery, Serve & Protect, Mine your Data, Attention to Detail.**

6 TRAINING MODULES TO HELP ONLINE SALES MANAGERS INCREASE THEIR CROSS-BORDER SALES

40 actions across 6 modules

1 Ordering

10 actions



- Search Box
- Order Process
- Ease of selecting and amending orders
- Product Comparison
- Product Suggestions
- Stock Information
- Customisation Tool
- Product Info
- User Profiles
- Shoe Fitting Tool

2 Payments

3 actions



- Security
- Popular payment methods
- Mobile ready

3 Delivery

9 actions



- Order tracking options
- Item Returning Policy
- Delivery Service Evaluation
- Delivery rearranging
- Customs charges
- International address lookup
- Special delivery instructions
- Carrier information
- Delivery options

4 Promotion

6 actions



- PPC Tools
- Promotional Techniques
- Newsletter
- Social Media Links
- Website and Consumer Analytics
- Search Engine Optimisation

5 Communication

4 actions



- Delivery details & delivery rescheduling via SMS
- Customer service phone lines
- Live Chat
- Using social media

6 Overall Service

8 actions



- Delivery Information
- Consumer Reviews
- Gift Wrapping
- Product Image Quality
- Alternate Views
- Product Demos
- ERP & CRM Integration
- M-Commerce and tablets

Follow the project in

boost4shoes.eu

Participate in the workshops to be hold in your country

Be the first to experiment BOOST4Shoes training tools, enrolling in the piloting

