



The e-SELLER training programme was developed as part of a project supporting the digital transformation of small and medium-sized enterprises in rural areas of the European Union. Its aim is to equip trainers, companies and associations with tools to strengthen the competences of employees so that they can meet the challenges of the e-commerce market. The programme responds to the growing demand for the digitalisation of trade and prepares employees for the challenges of a rapidly changing labour market.

The e-SELLER training programme consists of two main parts: technology and soft skills. In the technological part, participants learn about modern tools and technologies that are crucial for companies to operate in today's e-commerce market. It covers issues such as live commerce, which enables live interactive shopping, augmented reality, which allows for realistic product presentations, and virtual reality, which creates fully virtual shopping environments. The programme also discusses the use of artificial intelligence to analyse data and automate sales processes, website optimisation for SEO and marketing automation that improves campaign and customer relationship management.



The second part of the programme focuses on developing the soft skills needed to work in a modern, digital environment. Modules cover time management, which allows you to organise your work effectively, and stress management, which teaches you how to deal with pressure at work. The programme also covers the topic of emotion self-regulation, which is the management of emotions in difficult work situations, and develops communication skills, which are crucial both in teamwork and in dealing with clients. Participants also learn creative approaches to problem-solving and develop cultural competence, which is essential when working in diverse teams.

The e-SELLER programme not only provides theoretical knowledge, but also enables practical application of the skills acquired. Participants can use video instructions and e-cards that present concrete scenarios for the application of soft skills in practice. This allows the knowledge gained to be better adapted to the daily challenges at work, both in urban and rural areas.

All in all, the e-SELLER training programme is a modern tool to support trading companies and their employees in the digitalisation process. Thanks to the customised content and modern technology, participants gain the necessary competences to help them meet the growing demands of the e-commerce market. The programme also supports trainers by enabling them to adapt their training to the current needs of the labour market, which ultimately contributes to increasing the competitiveness of companies in rural areas

You can find the full report [\[here\]](#).