

SELLING WITH YOUR WEBSITE

What you should know to start your online shop

Objectives

- Understanding the efficient success keys for an online shop.
- Designing the business model and your Website different categories
- Understanding an online shop specificities
- Feedback on your forecasted Website

Concerned people

- Communication executives
- Marketing executives
- Webmasters

Knowledge required

None.

Duration

From 2 to 3 days, plus an assistance day

Pedagogy & practice

- Lecture
- Experience shared with the participants
- Actual cases study: examples of mistakes to avoid, and good Websites examples
- Critical and constructive analysis of your Website

Know-How acquired

Module 1: The sales Website design (2 to 3 days)

The different types of sales Websites online

Window websites – Virtual 3D shops – Shopping arcades – Auction sale

The business model

How should you charge product & service offers?

Break-even point: Excel application display.

Payment modes: Cash on delivery – Cheque – Transfer payment – Payment platform (Paypal, for instance) – Payment through double-click.

Legal aspects

Legal mentions – Sales conditions – Nominative databases.

Your Website's structure

Your website map. Sales categories: visitor identification, shop identification, navigation, purchase basket, customer account, order, extra services.

Your Website's dynamism

Your home page – Structure information – Are the hyperlinks efficient? – Picture-links use? Is your Website properly linked to the Web? – Opportunity to integrate a search engine? What are the other assistance tools proposed for the navigation? – Some good websites addresses.

Creating the selling argument table

EBCD method (Expectations – Benefits - Characteristics – Demonstration)

What you should know about sales Website protection in order to chat with the Website's developer

Protected pages. Data encryption. Intrusion and usurpation.

Your Website's interactivity

Integrate visuals – Think about multimedia and dynamics – The contact category – Forums – Other interactivity places – Customization – Layout.

Your Website's advertising – Efficiency control

About clarity – Visitor statistics – Tools to measure success – The Website's popularity level – Are advertisement formats efficient? – How to be referenced – Your website offline.

Module 2: Diagnosis of your forecasted Website – 1 day

1 to 2 month after the first module, participants share in subgroup each Website sales. The consultant brings useful adjustments for each website

