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Sign up

Marketplace training: optimize your sales

2 days (14 hours)

Presentation

Our marketplace training course will enable you to master all the elements of market-leading marketplaces such as Amazon, Rakuten and CDiscount, so you can optimize your sales. Marketplaces are ideal for developing your brand and your sales.

Our Marketplace training course is designed for anyone with a project or requirements e-commerce site for a brand or product range. You'll learn how to put your products in the spotlight to position yourself ideally in searches, as well as how to manage your suppliers and inventory. You'll also learn about best practices for shipping your products in France and abroad.

Our training sessions are punctuated by practical workshops, enabling you to familiarize yourself with the concepts covered in the course and apply them in your day-to-day work, mastering all the workings of marketplaces.

Objectives

- Create and manage a seller account on a marketplace
- Write sales-optimized product sheets
- Ship your products and replenish your inventory

Target audience

- Anyone with an e-commerce project
- Specialized e-commerce salesperson

Prerequisites

- A basic knowledge of sales is recommended, but not mandatory.

Our Marketplace training program

Introduction to marketplaces

- Marketplaces overview (Amazon, Rakuten, CDiscount)
- Marketplace positioning
- Key figures
- Types of buyers
- Advantages and disadvantages by marketplace

How marketplaces work

- Analysis of different marketplaces
- Product analysis
- Brand analysis
- Target analysis
- Identify your priorities

Marketplace optimization

- Sales strategy
- Product selection
- Sales generation method
- Improve your visibility
- Calculating costs and margins

Writing product data sheets

- SEO on marketplaces
- Description
- Optimizing images
- Technical data
- Plug design

Optimizing sales

- Selecting the most appropriate products
- Shipping experience
- Building customer loyalty
- Choosing the right categories
- Branding

Seller's account

- Inventory management
- Find suppliers
- Selection criteria
- Sales management
- Expenses related to your business

Finalizing sales

- Shipping products
- Label preparation
- Cardboard and packaging
- Customs clearance
- HS code

Companies concerned

This training course is aimed at both individuals and companies, large or small, wishing to train their teams in a new advanced computer technology, or to acquire specific business knowledge or modern methods.

Positioning on entry to training

Positioning at the start of training complies with Qualiopi quality criteria. As soon as registration is finalized, the learner receives a self-assessment questionnaire which enables us to assess his or her estimated level of proficiency in different types of technology, as well as his or her expectations and personal objectives for the training to come, within the limits imposed by the selected format. This questionnaire also enables us to anticipate any connection or security difficulties within the company (intra-company or virtual classroom) which could be problematic for the follow-up and smooth running of the training session.

Teaching methods

Practical course: 60% Practical, 40% Theory. Training material distributed in digital format to all participants.

Organization

The course alternates theoretical input from the trainer, supported by examples, with brainstorming sessions and group work.

Validation

At the end of the session, a multiple-choice questionnaire verifies the correct acquisition of skills.

Sanction

A certificate will be issued to each trainee who completes the course.

