

Pictures:

- Header slideshow: the same 3 pictures as used in leaflet (from partner CTCP)

---

## **Online Sales Manager**

Do you want to be an **Online Sales Manager**? BOOST4Shoes will enable you to participate in an online training course to become aware of the e-Commerce Technologies in the Footwear Sector.

### **e-Commerce**

Do you have an e-commerce SME or work for a company operating in the footwear sector? With the BOOST4Shoes platform you can improve your skills & competences in relation to Online Sales Management to increase revenues and reduce costs for your company.

### **How to's**

Do you face difficulties finding information about e-Commerce for the footwear sector? The BOOST4Shoes platform consists of 40 actions across 6 training modules. Our GENIE will assist in setting an individual learning path.

### **Benefits**

Benefit from the provided handy e-tools to learn how to implement the e-commerce strategies at your own time and pace.

---

## **What is BOOST4Shoes?**

BOOST4Shoes is an innovative project which aims to improve the competitiveness of SMEs within the footwear sector by developing a new **Online Sales Manager** professional profile. Such a professional is capable of creating e-commerce strategies that increase cross-border sales using Internet as a sales channel. The BOOST4Shoes platform offers its users free personalized training facilitating the implementation of successful e-commerce strategies.

---

## **The GENIE**

The BOOST4Shoes GENIE is an automated system that adjusts the user's learning path based on individual characteristics – personal and business-wise. The personalized e-commerce strategy helps the user to become an **Online Sales Manager**.

There is no time to waste! Sign up for the training and start your journey with the GENIE.

[JOIN](#)

---

## **Our goals**

The BOOST4Shoes project offers training and tools for SME staff from the footwear sector in seven countries: UK, CYPRUS, PORTUGAL, GREECE, ROMANIA, POLAND, and GERMANY, for the

implementation of essential processes related to e-commerce to increase in-company revenues and reduce costs.

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**.



### Why should I follow this training?

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**.

By the end of the BOOST4Shoes course you will have everything they need to get started and grow FAST.

An **Online Sales Manager** will be able to:

- Identify distinct features and practices for each of the e-Commerce core and supportive processes
- Immediately implement the winning practices and witness the benefits
- Acquire knowledge and skills from 40 actions across 6 training modules on e-commerce strategies