

# E-SELLER THIRD NEWSLETTER



## The project e-SELLER

e-SELLER aims to promote the digitalization process, especially in the area of sales, and to support SMEs in adapting to the new requirements emerging in the course of the digital transformation and the changing working conditions. Six European organizations from Greece, Poland and Germany are developing and testing a training program for training personnel and companies that integrates digital training content.



## Training program tested and published

Based on the results of the e-SELLER digital e-retail report, the partnership developed a training program for trainers, associations and companies that is tailored to the needs and challenges of employees, especially in rural regions of the EU. This program is adapted to the future requirements of digitalized sales and includes the treatment of various e-retail technologies as well as soft skills that are needed in the course of the digital transformation. The training modules consist of a theoretical part, case studies and workplace-related scenarios. The individual modules are complemented by in-depth multimedia content. During a training course, the project partners tested, evaluated and finalized the training program, which is available for free download at <https://e-seller.erasmus.site/program/>.

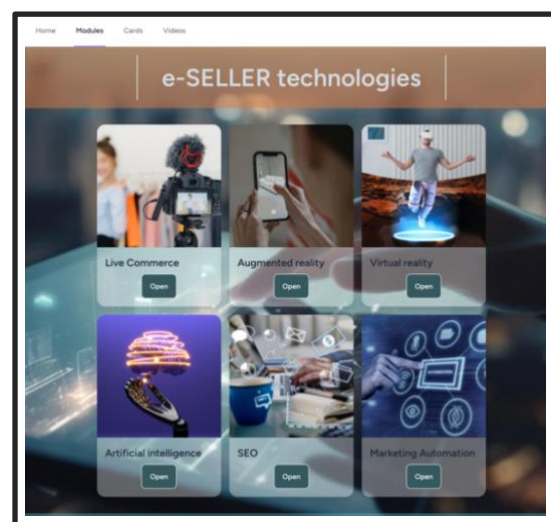
Website:  
[www.e-seller.erasmus.site](http://www.e-seller.erasmus.site)

### Project results:

WP 2: Digital e-retail report: ✓

WP 3: training program: ✓

WP 4: e-SELLER platform including training modules, video tutorials and e-cards: in progress



## Development of the e-SELLER platform

The partnership will develop a free e-learning platform by summer 2024, on which all digital educational content can be processed independently.

