



Boosting Online cross-border Sales for furniture and household SMEs

**O1 - ACT2.3 - Learning Outcomes for the Online Sales
Manager Course**

**O1 - Online Sales Manager Training Course (OSM)
ACT2 - Needs validation phase
T3 - OSM Learning outcomes**

VERSION 2



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1. Introduction

This report forms part of the IO1 of the BOSS4SME project for the development of the Online Sales Manager Training Course (OSM). The report has been produced on the findings of the below listed reports, developed during the BOSS4SME project:

O1/A1 - E-commerce practices in furniture industry and GAP identification between partners' Countries and leading countries;

O1/A2.1 – Report on skills and knowledge needs for implementing winning E-Commerce practices in the furniture sector;

O1/A2.2 – Report on skills and knowledge needs validation by the European furniture sector;

The document contains information regarding the LEARNING OUTCOMES for the proper development of the OSM course. In particular it has been created with the purpose of:

- Set the baseline to design the training contents of the OSM - Online Sales Manager Training Course;
- Have a general understanding and guidelines of what the user should be able to do at the end of the OSM and/or at the end of a specific module;
- Shape the training courses according to a general framework;
- Avoid overlapping of contents when developing the OSM.

2. Learning Outcomes Development

The learning outcomes have been divided according to the same division used within the previous reports, basically 10 categories:

1. Customer and Personal Services;
2. Payment Tools;
3. Data analysis;
4. Communication and Media;
5. Web Development;
6. Graphic Design;
7. Administration and Management;
8. Sales Management;
9. Marketing Tools; and
10. English Languages.

The learning outcomes have been developed on the basis of the Skills need presented in the **O1/A2.1 – Report on skills and knowledge needs for implementing winning E-Commerce practices in the furniture sector**. More emphasis has been given to the categories which received more importance by the respondents of **O1/A2.2 – Report on skills and knowledge needs validation by the European furniture sector**. The respondents were indeed expert in the field of e-commerce, who validate the relevant skills necessary to online sales in the furniture sectors in Europe. Thanks to the conclusions developed by the last report, each category of the OSM course has been rated on a scale, where:

+ = basic

++ = intermediate

+++ = advanced

The levels indicate the level of RELEVANCE of the different topics/category related to the OSM course.

2.1 Customer and Personal Services ++

The user is able to process and utilize the basic principles and tools related to the customer, client, service user and to personal services to manage the clients and/or the service system; these may include procedures to evaluate customer's or service user's satisfaction in the online furniture market.

2.2 Payment Tools (Online Payment System) +++

The user is able to operate offline and online payment indeed he/she is able to accept payment with cash, credit card and debit card. The user is also able to pay attention and carry out safety and protection of personal data when handling online payments, reimbursement and special marketing tools (ex. Membership Cards).

2.3 Data analysis +++

The user is able to collect and evaluate data and statistics to develop assertions and predictions to support the internal decision making process thanks to the relevant information collected. He/she is able to develop relevant documents to superiors and/or clients by analysing online data and clients experiences (such as user/clients behaviour) in order to optimize the online development and exposure of his/her furniture SME.

2.4 Communication and Media +++

The user is able to communicate in a professional way and to present a positive image of his/her furniture SMEs. He/she is able to generate participation and/or attention of potential new and already existing costumers thanks to social media and/or other communication tools. The user is also able to apply copywriting strategies to foster the online presence of his/her e-commerce portal.

2.5 Web Development +

The user is able to select the most relevant web development solutions to increase the company transnational sales in the field of the OSM course and to apply them to the SMEs daily use.

2.6 Graphic Design ++

The user is able to use different techniques to develop a visual representation combining ideas and messages through photo imaging and video creation without looking for external support. He/she is able to select and apply different techniques to design, edit, and write digital contents (text, graphics and video) in order to publish new content materials.

2.7 Administration and Management ++

The user is able to run basic activities related to the development and implementation of the e-commerce projects for the furniture SMEs also through management, document and specific control stock software's. He/she is able to manage variables and tasks related to time, resources allocation, and deadlines and not expected events. He/she is able to define the project objective, outcomes and the necessary technology and resources to implement it with specific target performance.

2.8 Sales Management ++

The user is able to monitor, control and foresee new ways to bring products and services into the furniture market. He/she is able to understand and apply the basic principles concerning the consumer behavior and target market in order to encourage the sales.

2.9 Marketing Tools +++

The user is able to select and apply the most innovative marketing tools and technologies in order to promote specific product and/or services taking into consideration the SMEs marketing strategies. He/she is able to implement strategically product development plan and related trademark. The user is also able to apply sales and marketing software such as Google Adwords into his/her daily activities.

3.0 English Languages +

The user is able to use the Basic English vocabulary related to e-commerce, furniture sector and online sales when is dealing with transnational online sales in the furniture sector.

3. Conclusion

The report provides a general overview on the LOs of the OSM course which will be developed by the project partners. The analysis suggests that the core of the OSM course will be concentrated on the following topics: *Payment Tools* (Online Payment System), *Data analysis*, *Communication and Media* and *Marketing Tools* which are tagged with 3 +++ in the Report on Learning Outcomes. Furthermore, the OSM will provide a general overview about: *Customer and Personal Services*, *Graphic Design*, *Administration and Management* and *Sales Management* which are marked with two ++. The topics, *Web Development* and *English Languages*, will be just briefly touched in the OSM course.