Grow Your E-commerce Skills Fast
Lessons learned from Grow Fast, Grow Global

Sarah Carroll | 18 April 2018  @growglobal @ict4datunctad #growglobal #unctadeweek
E-commerce is Digital Sales

Digital Sales

- Website
- E-commerce
- E-marketplaces
- S-commerce
- Local partners online
E-commerce Skills Problems

- It’s a big ‘ask’
- Don’t ‘get’ digital
- Don’t know where to start
- Expertise in short supply
- Deep expertise needed
E-commerce Skills Ecosystem

- Companies
- Implementers
- Innovators
- Intermediaries
- Governments
International E-commerce Skills Matrix

Personal Qualities

“*We’re the best in the world at what we do*”

“*I trust my team and everything is automated*”

Business Skills

International Skills

“*We work through a checklist for each new country*”

“*With e-commerce there are no limits*”

E-commerce Skills

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International E-commerce Skills Chain

- Resilience
- Determination
- Confidence
- Positive mindset
- Quest to learn

- Strategy
  - Sales & marketing
  - Accounts & profitability
  - Project management
  - Product & service development

- Compliance & regulations
  - Duties & tax
  - Translation & interpreting
  - Business culture
  - International shipping & warehousing

- Web design & development
  - Social media
  - Online advertising
  - Copywriting, photography, videos
  - Amazon, eBay set up
Actions To Improve E-commerce Skills

Companies

Accelerator Programmes
1:1 Strategy
1:1 Audits
Workshops
Online learning
How to guides

Seminars
Webinars
Success stories
Campaigns

Governments
Intermediaries
Implementers

1:1 Champion
Train the Trainer
1:1 Coaching
Programmes

Readiness
Assessment
Workshops
Online learning
How to guides

Webinars
Seminars
Success stories
Campaigns

Proliferate
Replicate
Duplicate
Dedicate
Orientate
Deviate
Procrastinate
Educate
Give millions of businesses and families a digital livelihood
Keep In Touch

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