Digital Sales Transformation and Social Commerce Training Course



23 - 27 Nov 2026

Cape town

4600 € (Per Person)

Ref: #SAL9085_281351

Course Introduction / Overview:

The modern marketplace is undergoing a radical shift, moving from traditional sales funnels to dynamic, digitally-driven ecosystems. This course provides a comprehensive roadmap for navigating this new landscape, focusing on the dual pillars of digital sales transformation and the burgeoning field of social commerce. We will explore how to fundamentally restructure sales processes, leverage cutting-edge digital tools, and integrate social media directly into the revenue stream. Drawing on principles discussed by thought leaders like Brian Solis in his work on digital transformation, this program moves beyond theory to offer actionable strategies. Participants will learn to create seamless, data-driven customer journeys that begin with social engagement and culminate in sales. BIG BEN Training Center has designed this curriculum to empower professionals to not only adapt to change but to become architects of their organization's future sales success. This course delves into the practical application of concepts found in texts such as "The Social Commerce Handbook", equipping attendees with the skills to build, manage, and scale a successful digital and social selling strategy from the ground up.

Target Audience / This training course is suitable for:

- Sales Directors and Managers.
- Marketing Professionals and Brand Managers.
- E-commerce Specialists and Managers.
- Business Development Executives.
- Social Media Managers and Strategists.
- Digital Transformation Leaders.
- Entrepreneurs and Small Business Owners.
- Customer Experience and Engagement Professionals.
- Corporate Strategy Consultants.

Target Sectors and Industries:

- Retail and Consumer Packaged Goods (CPG).
- Technology and Software as a Service (SaaS).
- Financial Services and Insurance.
- Hospitality, Travel, and Tourism.
- Telecommunications and Media.
- Healthcare and Pharmaceuticals.
- Automotive and Manufacturing.
- Governmental and Public Sector Services.
- Real Estate and Property Development.

Target Organizations Departments:

- Sales and Business Development Departments.
- Marketing and Communications Departments.
- E-commerce and Digital Strategy Units.
- Customer Service and Support Teams.
- Product Management and Development Departments.
- Corporate Strategy and Innovation Offices.
- Information Technology Departments.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive digital sales transformation roadmap for their organization.
- Master advanced social selling techniques across various platforms.
- Integrate social commerce functionalities directly into business operations.
- Analyze customer data to create personalized digital sales experiences.
- Build and manage a high-performing digital sales funnel.
- Measure the ROI of social commerce and digital sales initiatives effectively.
- Leverage influencer marketing and user-generated content to drive sales.
- Utilize AI and automation tools to enhance sales efficiency and effectiveness.
- Create a seamless omnichannel customer journey.
- Lead change and foster a culture of digital-first selling within their teams.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and immediately applicable. This course moves beyond traditional lectures to foster a dynamic learning environment where participants actively engage with the material. We utilize a blend of expert-led presentations, in-depth case study analyses of successful digital sales transformations, and hands-on workshops. Participants will work in collaborative groups on practical exercises, such as developing a social commerce campaign strategy or mapping a digital customer journey. Interactive sessions, Q&A panels, and peer-to-peer feedback are integral components, ensuring that complex concepts are understood and can be applied to real-world scenarios. The focus is on experiential learning, providing attendees with the tools, frameworks, and confidence to implement these strategies within their own organizations. Our approach ensures that learning is not just absorbed but also retained and ready for execution.

Course Agenda (Course Units):

Unit One: Foundations of the Digital Sales Revolution

- The Paradigm Shift from Traditional to Digital Selling.
- Defining Digital Sales Transformation and Its Core Components.
- Introduction to Social Commerce and Its Ecosystem.
- Understanding the Modern Digital Customer Journey.
- Key Differences Between Social Selling and Social Commerce.
- Assessing Your Organization's Digital Sales Maturity.
- The Psychology of Online Buying Behavior.

Unit Two: Crafting a Winning Digital Sales Strategy

- Developing a Digital Sales Transformation Roadmap.
- Identifying and Targeting High-Value Customer Segments Online.
- Selecting the Right Social Media Platforms for Commerce.
- Content Strategy for Driving Engagement and Conversion.
- Integrating Social Commerce with Your Overall Business Strategy.
- Setting SMART Goals and KPIs for Digital Sales.
- Competitive Analysis in the Digital and Social Space.

Unit Three: Social Selling and Engagement Tactics

- Mastering the Art of Social Prospecting and Lead Generation.
- Building a Powerful Personal Brand for Sales Professionals.
- Techniques for Building Relationships and Trust Online.
- Creating and Curating Content that Sells.
- Leveraging User-Generated Content and Social Proof.
- Effective Community Management for Sales Growth.
- The Role of Influencer Marketing in the Sales Funnel.

Unit Four: Technology, Tools, and Analytics

- An Overview of Social Commerce Platforms and Tools.
- Integrating CRM Systems with Social Media Channels.
- Using Social Listening Tools for Sales Intelligence.
- Fundamentals of Data Analytics for Sales Optimization.
- Measuring Social Commerce ROI and Key Performance Metrics.
- Introduction to AI and Automation in the Sales Process.
- Ensuring Data Privacy and Security in Digital Sales.

Unit Five: Optimization, Scaling, and Future Trends

- A/B Testing and Optimizing Your Social Commerce Strategy.
- Scaling Digital Sales Operations for Growth.
- Creating a Seamless Omnichannel Customer Experience.
- The Rise of Live Stream Shopping and Video Commerce.
- Exploring the Future with Augmented Reality (AR) in E-commerce.
- Leading and Managing a Digitally-Enabled Sales Team.
- Developing a Culture of Continuous Innovation and Adaptation.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

As AI-driven personalization becomes more sophisticated, where is the ethical line between creating a tailored customer experience and intrusive data manipulation in social commerce?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by offering a holistic and strategic perspective on digital sales, rather than focusing narrowly on platform-specific tactics. While other programs may teach you how to use a particular social media feature, we teach you how to build an entire digital sales transformation engine. Our curriculum is uniquely structured to bridge the critical gap between high-level business strategy and on-the-ground execution of social commerce. We emphasize a data-driven, analytical approach, empowering participants to make informed decisions that demonstrably impact the bottom line. The content moves beyond fleeting trends to instill foundational principles of digital customer engagement, journey mapping, and omnichannel integration. Furthermore, the course places a strong emphasis on the leadership and change management aspects of digital transformation, preparing attendees not just to participate in the new sales landscape, but to lead their organizations through it with confidence and strategic foresight.