Training Organisation

BELLS

Programme Partner

Shopee

E-COMMERCE & LIVE SELLING | 22 HOURS

Successful Livestreaming on Shopee with BELLS

Set up your Shopee store, sell live with confidence, and use AI to grow your sales

Why Take This Course?

1. Stand out from look-alike listings with an AI-built brand kit and optimised listings
2. Use AI to find trending products for seasonal sales like double-digit sales, payday sales, and festive season sales
3. Go live for real in class, not just watch a demo
4. Rehearse price, fit and trust objections with an AI buyer before facing real customers
5. Turn your livestream numbers into a clear plan for your next session
6. Leave with a branded store, a tested script and a recorded Shopee Live pitch



Tools You Will Explore

Shopee Seller Centre
Set up your store, list products and optimise listings with Shopee's Product AI Optimiser

AI Voice Mode Role-Play
Practise objection handling against an AI buyer who haggles, heckles and questions trust

Shopee Live
Go live and engage buyers with Ask Host, Reward Coins, Vouchers and chat tools

Business Insights
Read viewer, watch time and conversion data, then use AI to plan your next livestream

ChatGPT
Research trending products, build buyer personas and draft your livestream script

BELLS reserves the right to modify or replace any tools used in the programme in accordance to the industry relevance and learner experience without notice.

This 3-day classroom course takes you from your first Shopee listing to your first livestream. Through hands-on training you will set up your Seller Centre store, build a brand kit and research trending products with AI, go live using Shopee Live's engagement tools, rehearse tough buyer objections with an AI role-play partner, and use AI to turn your livestream data into a plan for your next session.

Stand out, sell live, and make every livestream better than the last

70% of Shopee users engage with Shopee Live and Shopee Video

https://ms.shopee.com/content-solutions/



This Course Is Best For:

- Aspiring and beginner Shopee sellers
- Part-time sellers looking to earn side income
- Mid-career professionals and career-switchers exploring live commerce
- Retail and SME staff who sell online
- Content creators and social media hosts
- No prior selling, livestreaming or e-commerce experience needed

UP TO 70% COURSE FEE SUBSIDY

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Key Learning Outcomes

A hands-on Shopee Live course for sellers who want to stand out, sell live with confidence, and use AI to grow their sales.



Set up your Shopee Seller Centre and optimise listings with Shopee's Product AI Optimiser



Build a brand kit and research trending products with AI



Engage and convert viewers with Shopee Live tools, bundles and vouchers



Write an AI-assisted livestream script tailored to your buyer personas



Handle price, fit and trust objections confidently in real time



Read Business Insights and use AI to build an improvement plan for your next livestream

Programme Partner: Shopee

Shopee connects businesses, sellers and shoppers through e-commerce. With Shopee Live, sellers and content creators can showcase products and engage buyers in real time. In partnership with Shopee, BELLS brings beginners practical, hands-on learning in e-commerce and live selling with AI

Sales Accelerator via Winning Strategies TGS-2021008153 | 22 hours | Classroom-Based Funding Validity Period: 31 August 2021 - 30 August 2027	**Full Course Fee** before subsidies	**21-39 years old or SG PR*[1]** SkillsFuture Funding (Baseline)	**Above 40 years old*[2]** SFC Baseline + SkillsFuture Mid-Career Enhanced Subsidy	**SME Sponsored*[3]** SkillsFuture Enhanced Training Support for SMEs
Course Fee	$1221.50	$1221.50	$1221.50	$1221.50
SkillsFuture Funding	$0.00	$-610.75	(-$855.05)	(-$855.05)
Total Nett Fee	$1221.50	$610.75	$366.45	$366.45
GST (9%)	$109.94	$109.94	$109.94	$109.94
Total Fee Payable	**$1,331.44**	Payable via **SkillsFuture Credit (SFC)**		**$476.39** after 70% course fee subsidy
		$720.69 after 50% course fee subsidy	**$476.39** after 70% course fee subsidy	

Additional Application Fee $30.00

Application fee will be waived upon completion of programme

Terms and Conditions
*1 The 50% course fee subsidy is available to eligible Singapore Citizens aged 21–39 and Singapore Permanent Residents aged 21 and above.
*2 The 70% course fee subsidy is available to eligible Singapore Citizens aged 40 and above.
*3 The 70% course fee subsidy is available to eligible employees whose training is fully sponsored and paid for by an eligible SME employer, subject to prevailing funding requirements.

All subsidies are subject to the applicable course funding approval and eligibility criteria.
Eligible Singapore Citizens aged 25 and above may use their available SkillsFuture Credit to offset eligible course fees, subject to course eligibility and claim approval.
To receive the Statement of Attainment, trainees must achieve at least 75% attendance, pass all required assessments and be assessed as competent in all required competencies.
The $30 application fee will be waived upon completion of the programme.

Course withdrawals and refunds are subject to BELLS' applicable refund policy and enrolment terms.
All information is correct as at 4 November 2026. BELLS Institute of Higher Learning Pte. Ltd. reserves the right to update programme information, subject to applicable requirements and agreed enrolment terms.

Trusted by over **140,000+** learners | **18 Years** in Professional Education | ★ **4.9** rating on Google

Call **6473 3936** or
WhatsApp **8813 3075** now!

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