

# Unlock Retail Success: Steven Selikoff's Workshop Shines at Cross Border Summit

*Steven Selikoff inspires e-commerce pros at Cross Border Summit with strategies to expand into retail.*

CHANG MAI, THAILAND, November 6, 2024 /EINPresswire.com/ -- Steven Selikoff, founder of the [Product Development Academy](#), and the [Canton Fair Trip](#), delivered a highly successful roundtable workshop on "How To Sell to Retailers" at the Cross Border Summit. Held in Chiang Mai, Thailand, the summit attracted e-commerce professionals, including numerous Amazon third-party sellers, who eagerly absorbed Selikoff's advice on leveraging their online experience to break into selling to physical [retail stores](#).



Steven Selikoff teaching the "How To Sell To Retailers" roundtable workshop at the Cross Border Summit

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*Steven Selikoff*

The two-day summit was a hub of groundbreaking ideas, featuring dynamic speakers who shared insights and innovative strategies. With over a hundred global e-commerce professionals present, the event buzzed with energy, facilitating new connections, knowledge exchange, and budding collaborations. Attendees left with actionable insights to enhance and expand their e-commerce ventures.

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