



Cómo le gusta a los clientes que le vendan (Spanish Edition)

Carmenchi García

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Libro de ventas enfocado en el mundo del cliente. Está dirigido a dos tipos de vendedores: los que reciben la visita de los clientes en sus establecimientos comerciales ("Inside Salesperson") y los que salen a la calle a visitar clientes ("Field Salesperson"). Es de alto valor para propietarios, gerentes y supervisores que quieren aumentar la productividad de sus vendedores.

Destaca la importancia de conocer y entender el mundo del cliente como elemento fundamental para lograr resultados positivos en ventas en donde tanto el cliente y el vendedor ganan. ("win-win")

Incluye entrevistas a clientes, propietarios y gerentes.

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