



# Éxito en las ventas (La biblioteca del éxito) (Spanish Edition)

*Brian Tracy*

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Éxito en las ventas

Ochenta por ciento de todas las ventas se realizan solamente por el veinte por ciento de los vendedores. Es sorprendente descubrir que esos vendedores se desempeñan solo un poco mejor que sus colegas en determinadas áreas críticas. Al brillar en estas competencias, puedes ganar dinero más rápido, tener más éxito, y obtener una mayor satisfacción profesional de la que imaginaste posible. En esta compacta y conveniente guía, el extraordinario instructor de ventas Brian Tracy revela como cualquier persona puede tener la ventaja ganadora.

Llena de estrategias comprobadas y conocimientos invaluable, este práctico libro te ayudará a llevar tus ventas a nuevas alturas.

El lector aprenderá 21 técnicas comprobadas para

- Establecer metas claras—y alcanzarlas
- Desarrollar un sentido de urgencia y hacer que cada minuto valga la pena
- Estar motivado
- Conocer los productos como la palma de la mano
- Analizar a la competencia
- Identificar las ventajas competitivas
- Desarrollar las estrategias de venta
- Encontrar y calificar las perspectivas rápidamente
- Crear buenas relaciones temprano y ganar confianza
- Entender las tres claves de la persuasión
- Dominar los elementos de una presentación efectiva
- Usar el poder de la sugestión
- Establecer una «megacredibilidad»
- Vencer las seis objeciones principales
- Pedir acción
- Aventajarse en su carrera al dar seguimiento

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