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;Wow! Ventas (Spanish Edition)

Jeffrey Gitomer, Ron Zemke



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Ahora los vendedores profesionales pueden aprovechar la fórmula de *¡Wow! Ventas* para impresionar a sus compradores y aumentar su clientela.

¡Wow! Ventas ¡ha regresado! La exitosa fórmula para impresionar a sus clientes ha sido adaptada y transformada en una estrategia infalible para lograr ventas. Escrito por el ilustre equipo de Gitomer y Zemke, este libro ayuda a las personas dedicadas a las ventas a tener éxito en el complejo y rígido mercado actual.

En el mundo de hoy, los clientes elijen lenta y cuidadosamente. Exigen productos a la medida a precios de fabricación masiva, y quieren ilimitadas oportunidades para cambiar de opinión. Por si eso fuera poco, los profesionales de ventas afrontan un mercado inundado de productos y servicios, donde **las primeras impresiones y las relaciones duraderas a largo plazo son más fundamentales que nunca.**

¡Wow! Ventas provee a los vendedores profesionales el conocimiento, las destrezas y la determinación personal necesarios para navegar en estas desafiantes aguas.

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