



Vender con PNL. Una ventaja oculta (Spanish Edition)

Duane Lakin

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En el mundo en que vivimos, hay que ser muy ingenuo para creer que una buena idea o un buen producto se venden solos. Este tipo de actitud pasiva suele conducir directo a la ruina. Pero unos esfuerzos de venta que carezcan de impacto y de fuerza tampoco te serviran de mucho. El mensaje que utilices para diferenciar tu producto tiene que ser persuasivo e incitante, y debe estar disenado especialmente para el cliente. Solo asi tu mensaje se hara oir por encima de todo el ruido y la confusion reinantes. Basandose en la PNL y en los ultimos descubrimientos de la psicologia, este libro te ofrece tecnicas claras y practicas para dominar el valioso arte de la persuasion. Esto lo convierte en una herramienta esencial para los profesionales de ventas y marquetin, asi como para cualquiera que quiera mejorar su habilidad para influir sobre los demas. / It gives ideas and exercises applying NLP (neurolinguistic programming) to sales and marketing. It includes ""how-to"" ideas for selling face-to-face, telemarketing, direct mail, and other real-world situations. It offers techniques based on a workshop that has been presented to CEOs and sales professionals in over 500 companies in North America and England.

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