



Cómo pasé de ser un fracaso en las ventas a ser un vendedor estelar (Spanish Edition)

Frank Bettger

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Un clásico de los negocios, *Cómo pasé de ser un fracaso en las ventas a ser un vendedor estelar* es para todo aquel cuyo trabajo sea vender. Sin importar si vendes casas o fondos de inversión, publicidad o ideas —o cualquier otra cosa— este libro es para ti.

A los 29 años de edad Frank Bettger era un vendedor de seguros frustrado. A la edad de cuarenta era propietario de finca raíz y se podía retirar. ¿Cuáles son los secretos de ventas que cambiaron rotundamente la vida de Bettger desde la derrota hasta el éxito y fama sin precedentes como uno de los vendedores más cotizados en América?

La respuesta la encontrarás en este libro, donde Bettger revela sus experiencias personales y explica los principios infalibles que desarrolló y perfeccionó. El autor comparte anécdotas educativas y una guía paso a paso de cómo desarrollar el estilo, el espíritu y la presencia de un vendedor triunfador. No importa qué vendas, serás más eficiente y productivo —y más valioso para tu compañía— cuando apliques la amplia visión de Bettger en:

- El poder del entusiasmo.
- Cómo conquistar el temor.
- La palabra clave para transformar un cliente escéptico en un comprador entusiasta.
- La manera más rápida para ganar confianza.
- Siete reglas de oro para cerrar una venta.

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