



Zig Ziglar Ventas: El manual definitivo para el vendedor profesional (Spanish Edition)

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Zig Ziglar Ventas: El manual definitivo para el vendedor profesional (Spanish Edition) Zig Ziglar Lleno de consejos prácticos y motivación para todo profesional de ventas, *Zig Ziglar Ventas* es una completa guía de referencia para cualquier profesional en este campo.

Sirviéndose de sus más de cuarenta años de experiencia en ventas, el experto motivador Zig Ziglar ofrece un caudal de información práctica e inspiradora para triunfar en el acelerado mundo actual de las ventas. El principal objetivo de Ziglar es ayudar a los profesionales de las ventas a persuadir a sus clientes de forma más eficaz, ética y ¡con mayor frecuencia! En este estimulante libro, analiza:

- Dónde, cuándo y cómo hallar clientes potenciales
- Cómo tratar con personas groseras, enojadas y de mal humor
- Por qué el 70% de las ventas se hacen entre 7:00 a. m. y 1:00 p. m.
- Cómo manejan el estrés los profesionales de mayores ventas
- Cómo hacer un mejor uso del teléfono

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