



Técnicas infalibles para la negociación en la venta (Spanish Edition)

Ricardo Homs

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"**Todo el tiempo vendemos algo... ¡Aun sin saberlo!**", es la premisa con la que Ricardo Homs expone sus técnicas, basadas en dos puntos clave: precisión y claridad. Sin caer en juegos embaucadores al momento de negociar, lo que lograremos con estas técnicas será consolidar una relación de compraventa, tanto como queramos, con el cliente.

Ricardo Homs proporciona todos los elementos para reconocer con rapidez el perfil del negociador, y también le enseña al vendedor cómo reconocer quién es y a desarrollar todas sus capacidades. Así, su oferta será verdaderamente escuchada y entendida; a fin de cuentas todos respondemos a motivaciones distintas. Liberándonos de los factores externos que creemos que están fuera de nuestro control, superaremos los obstáculos que suelen frenar las buenas propuestas.

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