

M A R K E T I N G

RALPH R. ROBERTS  
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**52 semanas  
PARA LOGRAR ÉXITO  
en sus VENTAS**

Guía para aplicar  
las técnicas del vendedor número uno



# 52 Semanas Para Lograr Exito En Sus Ventas

**Carlos González**

## **52 Semanas Para Lograr Exito En Sus Ventas:**

**52 semanas para lograr éxito en sus ventas** Ralph R. Roberts, John Gallagher, 2001-08 Los agentes de bienes raíces los vendedores de automóviles los agentes de Bolsa y hasta los padres que tratan de venderles a sus hijos las virtudes de realizar las tareas escolares tienen algo en común Somos todos vendedores y uno de los principales axiomas de la venta es que hay que enfrentar a la competencia señala Ralph Roberts apodado el vendedor más temible de los Estados Unidos por la revista Time Con estilo ameno y multiplicidad de ejemplos el autor revela las reglas de oro que rigen el mundo de las ventas La mayoría de la gente de ventas trabaja sin un plan anual Aquellos que acostumbran planificar pueden dar testimonio de lo productivo que dicho plan les permite ser Muchas veces tendrá que escoger entre obtener una comisión rápida o generar una relación de largo plazo con el cliente La mayoría de los vendedores eligen la primera alternativa Los verdaderamente competentes eligen la segunda Estas son algunas de las 52 reglas que enumera el especialista en su libro Un vendedor es más que un simple agente de un producto o servicio sino que es un solucionador de problemas Allí es donde encontramos nuestras mayores satisfacciones y nuestras mejores recompensas concluye Roberts Ralph Roberts apodado el vendedor más temible de los Estados Unidos por la revista Time debido a sus logros revela estrategias prácticas acordes con el entorno de ventas que caracteriza el fin del milenio o Detectar oportunidades de negocios donde su competidor no las ve o Aprender pautas para revertir una caída de ventas o Saber cómo obtener lo máximo de sus clientes anteriores y cuando deshacerse de un cliente o Adquirir métodos seguros para obtener el máximo provecho de sus estrategias para generar contactos o Aprender las claves para dirigir un negocio desde su hogar Además el autor presenta las historias y técnicas de otras superestrellas de las ventas en diferentes áreas del mercado incluyendo publicidad inversiones automóviles **El Marketing Del Permiso** Seth Godin, 2001-04-02 A través de numerosos casos de estudio ilustrativos se explica el concepto de marketing del permiso que frente al marketing tradicional percibido en ocasiones por los clientes potenciales como una pérdida de su tiempo alienta a los consumidores a aceptar la publicidad de buen grado **La Publicidad en Internet** Mary Meeker, 2001-03 Se analizan los componentes del mundo de la publicidad en la red anunciantes agencias de publicidad propietarios de sitios web diseñadores emprendedores e inversores con el fin de aportar estrategias ideas y respuestas a las empresas que pretendan anunciarse en Internet de un modo rentable **Ev@lución** Faith Popcorn, 2001 **El Vendedor de Ideas** Franklin Díaz, 2017-09-29 El vendedor de ideas es una persona que se dedica al estudio y análisis minucioso de las conductas y necesidades humanas para utilizarlas en su provecho personal Este libro contiene un riguroso análisis sobre los elementos que se necesitan para llegar a ser un buen vendedor de ideas diferenciándolo de forma clara y explícita de aquellos que solo se dedican a la venta de artículos o servicios Un texto con el que se pretende ayudar al lector en la comprensión del fenómeno de las necesidades las razones y los por qué de las conductas humanas con la nica finalidad de utilizarlos a su favor para producir dinero en abundancia Contiene una exposición detallada de las estrategias para persuadir seducir y convencer a los

compradores partiendo del conocimiento de sus maneras de pensar y de sus necesidades intrínsecas Se advierte que no es un libro de lectura fácil para religiosos personas de moralidad extrema ni para quienes piensen que ganar dinero de forma excesiva es mal mientras haya tanta gente en el mundo pasando necesidades

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Company, Joe,2008 Este libro es parte de la colección e Libro en BiblioBoard  
Gershfeld,Neil A. Gershenfeld,2000-12 Lea,2000 Trespuntos,2000 Mercado,2001 Los 30 (y medio) Secretos

de la Venta y el éxito Paco Senn,2018-03-20 En una época donde las compras y las ventas se han globalizado se hace necesario contar con esquemas y estrategias novedosas que permitan ser más competitivo y sobre todo llevar a nuestra empresa o a nosotros mismos al éxito De una manera amena y sencilla con ejemplos claros y cotidianos Paco nos muestra cómo podemos aprender de la experiencia de otras personas y empresas y a despertar nuestra creatividad Cada uno de los 30 y medio conceptos tienen origen en la vida cotidiana del vendedor Francisco toma de su experiencia profesional la pauta para dar solución a un enfoque diferente a cada una de las situaciones que presenta La singularidad de las soluciones que plantea hace que el lector lo ubique en su ámbito laboral y personal dando paso a una reflexión por cuestionamientos que se debe hacer a sí mismo Luego a manera de metáfora nos da ejemplos de su vasta experiencia para que finalmente aborde una solución práctica y deje a la imaginación un sin número de respuestas posibles

**Bibliografía española**,2000 **Gerencia**

**de ventas - 3ra edición** Jorge Eliécer Prieto Herrera,2022-05-09 El libro apoya de forma positiva fácil y didáctica el trabajo de los gerentes de ventas en las compañías de Colombia y el mundo Es una herramienta útil para la planeación organizacional dirección evaluación y retroalimentación de la fuerza vendedora mediante propuestas temáticas de interés común que facilitan el éxito en la intervención en nuevos mercados o para la supervivencia en los actuales En la primera unidad entrar de manera sencilla y directa al fascinante mundo del mercadeo y la globalización enfoques del marketing el plan de mercadeo y las tendencias propias de la disciplina En la segunda unidad descubrir profundizar o actualizar la función del gerente de ventas sus decisiones y algunos errores en su gestión En la tercera unidad tendrá a mano instrumentos gerenciales efectivos para planear organizar dirigir controlar y retroalimentar al personal estrella de las empresas los vendedores Dirigido a gerentes directores supervisores coordinadores de ventas docentes estudiantes asesores consultores investigadores vendedores y personal de mercadeo ventas y servicio de las empresas Incluye Actualización de temas afines a la temática Ejercicios prácticos de aprendizaje progresivo y talleres de articulación Lecturas reflexivas y animadas Coaching empresarial y ejecutivo Tendencias del marketing

**La cara humana de la venta** Carlos González,2024-09-18 Puedo asegurar que estamos en

presencia de un libro sobre ventas muy diferente al resto Estamos ante una verdadera guía para mejorar el desempeño y alcanzar resultados para vendedores supervisores mandos medios de ventas y para gerentes y directivos que abracen la comercialización Un conjunto de contenidos en los cuales encontrarás conexiones con los propósitos y conceptualizaciones que realmente se necesitan para comprender la cara humana de la venta Todo bajado a tierra con experiencias personales

ejemplos de la realidad casos de estudio y una exquisita cantidad de historias conclusiones y recomendaciones que no tienen desperdicio El autor nos lleva a conectar conceptualizar concretar y concluir como parte de un andamiaje formativo que l mismo cre conscientemente para todos los lectores Fragmento extra do del pr logo Gabriel Paradiso CEO de Umana y autor del best seller Feedback Consciente     **Marketing** Gary Armstrong,Philip Kotler,2003 Written for courses in Principles of Marketing at four year and two year colleges this shorter overview aims to help students master the basic principles and practices of modern marketing in an enjoyable and practical way Its coverage balances upon three essential pillars 1 theory and concepts 2 practices and applications and 3 pedagogy cultivating an efficient effective teaching and learning environment This sixth edition provides revised content throughout and reflects the major trends and forces that are impacting marketing in this new connected millennium It includes new thinking and expanded coverage on a wide variety of topics for example relationship marketing connecting technologies the company value chain value delivery networks and global marketing     **La Ciencia de las Ventas** Carlos Miguel Conde Alvarez,2014-02-27 Este libro destruye todos los mitos que existen en ventas hoy en d a Alguna vez se ha preguntado Por qu algunas empresas alcanzan sus cuotas de ventas casi todos los meses Tienen el mejor producto Tendr n el mejor servicio Acapararon a los mejores vendedores o Habr n encontrado la f rmula matem tica que les permite superar sus metas VENDER ES UN ARTE PERO VENTAS ES UNA CIENCIA El sistema que aprender en este libro ha sido probado por m s de 100 000 vendedores a nivel mundial Todos los que lo han aplicado al pie de la letra han duplicado y hasta triplicado sus ventas Este libro le ense ar A hacer proyecciones de ventas precisas A identificar el punto m s d bil en su proceso de ventas para mejorarlo C mo alcanzar sus metas de ventas todos los meses Las 5 maneras de incrementar sus ventas A enfocar sus esfuerzos en las actividades que dan resultados Si est a cargo de las ventas en su empresa aprender a Automatizar el proceso de la venta Estructurar su departamento de ventas para que s venda Reclutar a vendedores que venden Incentivar a sus vendedores Y mucho m s Como bien dijo Peter Drucker El analfabeto del siglo XXI ser todo aqu l que no pueda automatizar sus procesos

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