



No Valgo para Vender (EXITO) (Spanish Edition)

Eloísa Martínez Santos

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Eloísa Martínez Santos llegó al mundo de las ventas por casualidad. El trabajo de agente comercial era el único que le permitía la flexibilidad horaria suficiente para poder atender sus obligaciones familiares. Así empezó su aventura y, al igual que casi todos los vendedores primerizos, durante los primeros tiempos sintió el aguijón de la vergüenza, de la indignidad de la profesión, de que, simplemente, eso no era para ella. Sin embargo, pronto descubrió su vocación tarea a tarea, enseñanza tras enseñanza. En 1985 creó su propia empresa de ventas; en la actualidad, los dos empleados de entonces ¡se han convertido en cuarenta! Teniendo siempre presentes sus comienzos, esta empresaria de éxito nos proporciona un manual para ayudar, tanto a los que comienzan en este oficio y dudan como a los más veteranos, a creer en sus capacidades de venta. Si nos lo proponemos, todos valemos para vender. La venta es un arte, un aprendizaje continuo y, según se avanza, más se reconoce el mérito del camino andado. El mayor obstáculo de los vendedores es su propio desconocimiento, su falta de entusiasmo y, sobre todo, la desvalorización injustificada y latente de su propia profesión. Dedicarse a vender, cualquiera que sea la forma de venta elegida, representa enfrentarse a una disciplina apasionante y digna que nos permitirá conocernos a nosotros mismos tanto como a los demás.

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