

Howard Moskowitz y Alex Gofman

Vendiendo elefantes azules

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incluso antes de que sepa que los quiere



Gestión 2000

Vendiendo Elefantes Azules Marketing Y Ventas

Howard R. Moskowitz,Alex Gofman



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Vendiendo elefantes azules Howard R. Moskowitz, Alex Gofman, 2009 **Delibros**, 2008 Libros españoles, ISBN: , 1981 *La estrategia del océano azul* W. Chan Kim, Renée Mauborgne, 2015-10-05 Este libro éxito de ventas a nivel mundial desafía todo lo que creas saber sobre los requisitos imprescindibles para tener éxito en tus negocios Actualizado con nuevo contenido La estrategia del océano azul sostiene que la competencia encarnizada queda reducida a un océano ensangrentado de rivales que luchan por unos beneficios cada vez más pequeños Basado en un estudio de 150 estrategias que cubren más de 100 años a través de 30 sectores empresariales los autores muestran que el éxito duradero no tiene su origen en las batallas libradas con los competidores sino en la creación de océanos azules nuevos espacios de mercado sin explotar que están maduros para el crecimiento

VENDIENDO EN LA ERA DEL CONSUMIDOR. Victor Rodrigo Hernandez Mejia, EN LA ERA DEL INTERNET la información es más simétrica en el entorno actual de modo que para el momento en que un cliente auto elige y se involucra en una conversación con un representante de ventas ellos ya están muy bien informados Esta dinámica hace que sea aún más importante tener representantes de ventas que puedan apoyar a los clientes y hablar con ellos con franqueza sobre sus problemas escucharlos y luego describir sus productos en términos del problema desde su perspectiva

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