



# Los Resortes Psicologicos De La Venta/the Psychological Means of Selling (Spanish Edition)

*Joseph Sugarman*

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El autor desvela en esta obra los secretos que muy pocos profesionales de la venta conocen, y nos enseña, entre otras cosas, como hacer que el cliente se sienta tan culpable que no pueda evitar comprar el producto que le ofrecemos. En realidad, desde nuestra mas tierna infancia estamos vendiendo algo, ya sea una idea, un producto, un servicio o a nosotros mismos. Casi siempre estamos intentando convencer a otros de algo, para que hagan algo o nos den algo. Por ello, seas o no profesional de la venta, la aplicacion de estos resortes psicologicos generara un cambio muy favorable en tu vida, tanto a nivel personal como profesional. / We have been selling things since ancient times. Almost always we are trying to convince others of something, to do something or give us something. Therefore, whether or not you are a sales professional, the application of these psychological tricks produces a favorable change in your life.

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