



Coaching comercial (Spanish Edition)

JOSÉ JIMÉNEZ AGUILAR

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El Coaching Comercial es una potente arma de trabajo para cualquier persona que se dedique a la venta de productos o servicios. Este libro expone métodos prácticos para que aprenda, practique e integre diferentes técnicas relacionadas con el coaching, la inteligencia emocional y técnicas de comunicación, así como sus diferentes utilidades, beneficios y aplicaciones prácticas. Desarrollando sus propias competencias y habilidades para actuar con mentalidad comercial, e incentivar la escucha activa y generar confianza en los clientes. Además de un mayor grado de motivación y desarrollo profesional.

El libro describe de forma clara, didáctica y de fácil lectura un método que le ayudará a mejorar tanto en su vida personal como profesional. Explica cómo identificar su realidad actual y facilitar el camino hacia los cambios necesarios. Estos cambios estarán orientados a la consecución de unos objetivos a corto y largo plazo y que cada individuo especifica en su yo futuro.

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