COOKING SALES, vender más y mejor

Cooking Sales, selling more and better

Author: Javier Fuentes Merino [1]
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Cooking Sales: vender más y mejor is an easily understandable book, accessible to anyone, whether or not sales professionals. It is aimed at business managers, executives, entrepreneurs or business students, who find in its pages an accessible book with a broad base of theory and professional experience.

Cooking Sales explains how to select marketing teams, how to train them, how to motivate them, how to control them or how to develop a sales plan. As indicated in the first chapters: "do not expect this book to find solutions to sell more and better, they do not exist. But you can acquire knowledge in a fast and enjoyable way to help you improve your ability to sell, or better yet, your ability to make your sales force bigger both in the short and long term."

Knowing what the "Homer Simpson" complex is, what is a "mimetic sales rep" or know what keys to play for sales reps to be motivated or why marketing teachers do not usually want to tackle Sales Management, are all issues explained in Cooking Sales.

And, of course, it does not lack the chapter “selling in times of crisis”...

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Address: c/ Huertas 47 bis (Edificio Cervantes) 28014 Madrid
Contact: Marga Mellado
Phone: 91 429 95 34
E-mail: ibersaf@ibersaf.es [3]
Website: http://www.ibersaf.es [4]
Additional information**Prizes and reviews:**
La obra, promocionada ampliamente en la Red, posee su propio espacio en www.cooking-sales.com [5], donde se puede conocer más sobre el libro, el autor, con vídeos, blogs, artículos y foros que ayudarán a los lectores a saber más sobre ventas, y a compartir sus opiniones.

Press reviews:
POLICIA Magazine (Revista del Cuerpo Nacional de Policía) nº221
Website Mujeres y cia. Link: http://www.mujeresycia.com/index.php?x=nota/8471/1/cooking-sales-vender-... [6]

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