



# Vendiendo se entiende la gente (Otras publicaciones/Business Management) (Spanish Edition)

*José Luis Martínez*

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“La actividad comercial ha estado y está siempre presente en cualquier faceta de nuestra vida. Todos somos vendedores”. José Luis Martínez

El método NEGOCIO es el resultado de miles de experiencias de vendedores y del análisis de múltiples pedagogías comerciales aplicadas y contrastadas por el autor a lo largo su carrera profesional. Está orientado a ofrecer al profesional de la venta y la comunicación herramientas que le ayuden a conseguir mejorar sus resultados.

Pero esta obra pretende abarcar un público más amplio: “desearía que este método no estuviera limitado sólo a los vendedores, sino que se extendiera a todas aquellas personas que esperan compartir persuasivamente sus ideas y sus opiniones. A todos los que anhelan comunicar. No hay buenos ni malos vendedores, sólo hay vendedores que comunican y otros que no comunican”.

José Luis Martínez nació en Zaragoza en 1935. Cursó estudios de Derecho en las universidades de Madrid y Barcelona. En su juventud compaginó sus estudios con una intensa actividad deportiva como jugador internacional de baloncesto del FC Barcelona y Real Madrid.

Ha incorporado su experiencia como deportista a su metodología profesional en el ámbito del liderazgo, espíritu de equipo, motivación y entusiasmo. El encuentro con la filosofía motivacional Dale Carnegie le resultó revelador y unida a sus conocimientos técnicos y prácticos influiría en la experimentación del Método NEGOCIO y del estilo de formación que impartiría en sus cursos.

Con una experiencia de más de cuarenta años en el sector, ha sido asesor de múltiples empresas nacionales y multinacionales en las que ha formado equipos de vendedores y equipos directivos con su propio método y con gran éxito. Entre ellas, American Express, Artiach, Antonio Puig, Bayer, Danone, Panrico, Ermenegildo Zegna, Massimo Dutti, Home English, Moulinex, etcétera.

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