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Neuroventas es una obra que también profundiza en la neurocomunicación: palabras, silencios, sonrisas, miradas, gestos, muecas, pensamientos, posturas, tonos de voz... “todo” comunica, dice su autor, y proporciona numerosas claves para conocer al cliente y elaborar rápidamente las estrategias que conduzcan, más allá de la venta, a la creación de una relación que perdure en el tiempo. Obsesivo por “bajar la teoría a la práctica”, Braidot presenta al final un capítulo destinado al entrenamiento cerebral del vendedor, explicando con la claridad que lo caracteriza en qué consiste el entrenamiento cerebral y suministrando, a su vez, un conjunto de prácticas para que comiencen a transitar por un camino que, sin duda alguna, les permitirá desempeñarse con mayor eficacia y sin estrés en mercados donde la competencia prácticamente no da respiro.

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