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By Carlos Ongallo



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La venta directa es un sistema de venta basado en la comercialización de productos fuera de un establecimiento. La empresa de venta directa facilita productos de calidad y los pone en manos del cliente. Como tal, supone una oportunidad de negocio para miles de personas que buscan una oportunidad de ganancia, una forma de trabajo o una relación con el cliente diferente. Este libro ayuda a comprender los conceptos afines a la venta directa y se sumerge en la relación comercial para ofrecer al lector, un análisis riguroso e ilustrado de la venta directa en España. Es un libro recomendado para vendedores, comerciales, estudiantes y todos aquellos interesados en la relación humana cliente-vendedor.



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