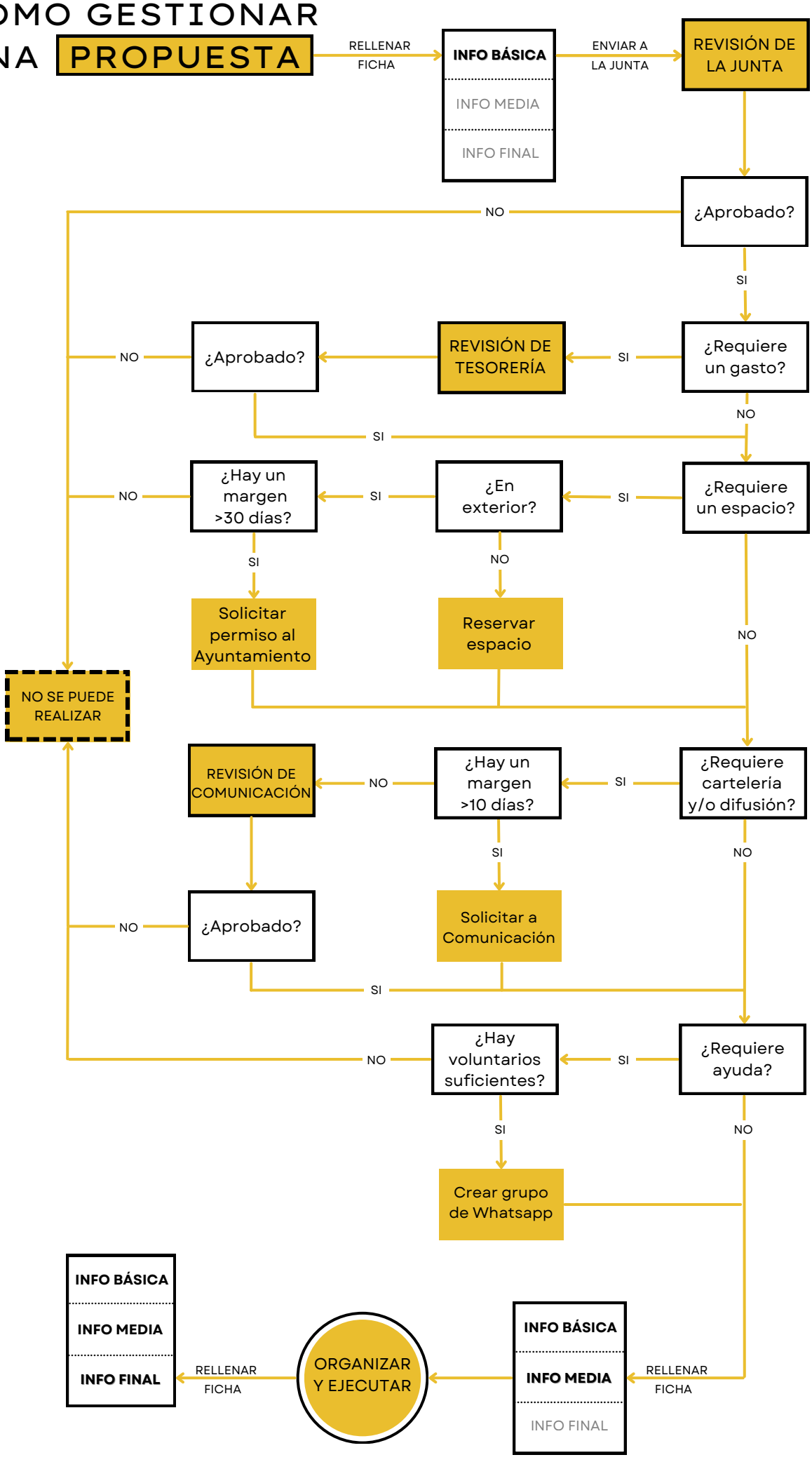CÓMO GESTIONAR UNA PROPUESTA