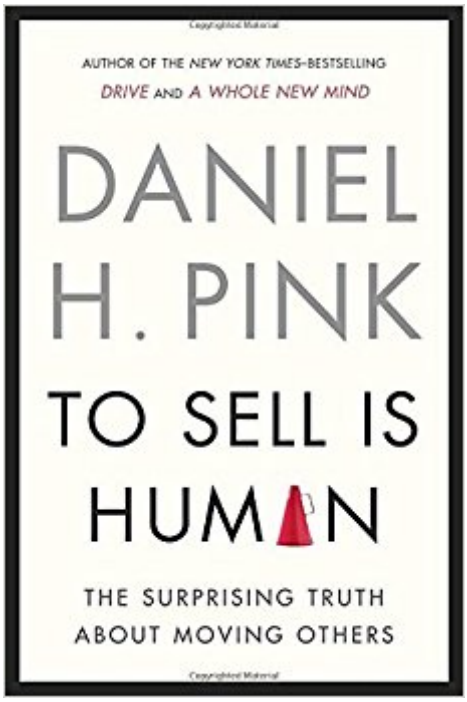
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# To Sell Is Human: The Surprising Truth About Moving Others




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## Synopsis

Look out for Daniel PinkÃ¢â ¬â„¢s new book, When: The Scientific Secrets of Perfect Timing#1 New York Times Business Bestseller  #1 Wall Street Journal Business Bestseller #1 Washington Post bestseller From the bestselling author of Drive and A Whole New Mind comes a surprising--and surprisingly useful--new book that explores the power of selling in our lives. According to the U.S. Bureau of Labor Statistics, one in nine Americans works in sales. Every day more than fifteen million people earn their keep by persuading someone else to make a purchase. But dig deeper and a startling truth emerges: Yes, one in nine Americans works in sales. But so do the other eight. Whether weÃ¢â ¬â„¢re employees pitching colleagues on a new idea, entrepreneurs enticing funders to invest, or parents and teachers cajoling children to study, we spend our days trying to move others. Like it or not, weÃ¢â ¬â„¢re all in sales now. To SellÃ Â Is Human offers a fresh look at the art and science of selling. As he did in Drive and A Whole New Mind,Ã Â Daniel H. Pink draws on a rich trove of social science for his counterintuitive insights. He reveals the new ABCs of moving others (it’s no longer "Always Be Closing"), explains why extraverts don’t make the best salespeople, and shows how giving people an "off-ramp" for their actions can matter more than actually changing their minds. Along the way, Pink describes the six successors to the elevator pitch, the three rules for understanding another’s perspective, the five frames that can make your message clearer and more persuasive, and much more. The result is a perceptive and practical book--one that will change how you see the world and transform what you do at work, at school, and at home.

## Book Information

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Criticism

## Customer Reviews

"Full of aha! moments . . . timely, original, throughly engaging, deeply humane."Ã¢â ¬â •strategy + businessÃ¢â ¬Å“A fresh look at the art and science of sales using a mix of social science, survey research and stories.Ã¢â ¬Â•Ã¢â ¬â •Dan Schawbel, Forbes.com"Artfully blend(s) anecdotes, insights, and studies from the social sciences into a frothy blend of utility and entertainment."Ã¢â ¬â •BloombergÃ Â "ExcellentÃ¢â ¬Â¦radical, surprising, and undeniably true."Ã¢â ¬â •Harvard Business Review BlogÃ¢â ¬Å“Pink has penned a modern day How to Win Friends and Influence People... To Sell Is Human is chock full of stories, social science, and surprisesÃ¢â ¬Â¦All leadersÃ¢â ¬â •at least those who want to Ã¢â ¬Ëœmove Ã¢â ¬â„¢ peopleÃ¢â ¬â •should own this book.Ã¢â ¬Â•Ã¢â ¬â •Training and Development magazine"Vastly entertaining and informative."Ã¢â ¬â •Phil Johnson, Forbes.com"Pink one of our smartest thinkers about the interaction of work, psychology and society."Ã¢â ¬â •Worth"A roadmap to help the rest of us guide our own pitches."Ã¢â ¬â •Chicago TribuneÃ¢â ¬Å“Like discovering your favorite professor in a boxÃ¢â ¬Â¦packed with information, reasons to care about his message, how and why to execute his suggestions, and it’s all accentuated with meaningful examplesÃ¢â ¬Â¦ this book deserves a good, long look.Ã¢â ¬Â•Ã¢â ¬â •Publishers Weekly (starred review)"An engaging blend of interviews, research and observations by [this] incisive author"Ã¢â ¬â •The Globe and MailÃ Â

Daniel H. Pink is the author of four books, including the long-running New York Times bestsellers Drive and A Whole New Mind. His books have been translated into thirty-three languages and have sold more than a million copies in the United States alone. Pink lives with his family in Washington, D.C.

I’ve said it before and I will say it again: Dan Pink is one of the best, if not the best, business writers of our era. After reading Free Agent Nation and A Whole New Mind, I was eagerly anticipating To Sell is Human. And - for the most part - it did not disappoint.About 10, fifteen years ago I heard speaker and author Dan Sullivan distinguish between " entrepreneurs" and " bureaucrats" suggesting that as our economy evolves it will be easier to behave like an entrepreneur - regardless of ones occupation. Now comes Pink telling us something similar with a lot more research ( maybe too much research but more on that later)Act one opens with a entertaining story about Pinks visit with Norman Hall, the very last Fuller Brush salesmen, an old fashion Willy Lomen type, who sells

door to door in the Bay area. From there, he moves to the basic premise on which the rest of the book will sit: INFORMATION SYMMETRY. Pink argues that in the old days sellers had more information than buyers (INFORMATION ASYMMETRY) But today, with smart phones and such, buyers have as much - or almost as much - information as sellers which results in a shift and a new principal of selling: Caveat venditor ( i.e SELLER beware). It also means we are all is sales now! (or we are all entrepreneurs in Sullivan's lexicon)The core of book the new "ABC" principles of selling:A: ATTUNEMENT. This is the ability to "bring ones actions and outlook into harmony with others". Pink enlightens us with 3 ways to attune, the first being to "Increase you power by reducing it". This is a very Zen like idea which I immediately tested around my spouse and children. I had been squabbling with my spouse recently and when I used this principal things improved. In the end, most marriage problems are probably power struggles and consciously "reducing your power" can have a positive effect. Same with children, of course easier said than done. Selling is about moving others and family can be more challenging than the toughest customers! The B and C principals are BUOYANCY and CLARITY.Numerous studies are cited throughout the text that (sort of) relate to the new world of sales as well as helpful links and websites for today's salesperson - be it traditional sales or what Pink refers to as " non-sales selling"The area where Pink can improve, in my view, can be found in the second paragraph on page 138: Less is more.With all his books, study after study is thrown at you and at times it feels like you are being pelted with consecutive first serves from Andy Roddick ( research in liu of tennis balls). And it always seems like the researchers are from Harvard or Stamford - making me feel somewhat inferior having barley scrapped through a state college in five years. I find myself enjoying Pinks work more - and learning more - when he talks about HIS OWN first hand research; like the Fuller visit and later on when he takes a course on "Business improvisational theater" in New York.But all in all.... Bravo! Valuable lessons to be learned for salespeople, entrepreneurs and anyone that needs to move people... especially spouses and children!FULL DISCLOSURE : I was not on the said marketing team, hence paid full load for the Hard copy, But did receive some informational goodies for per-ordering. Was a little surprised when I learned how much more you pay when per-ordering a hard copy - didn't have that information in advance, so I guess buyers are not perfectly symmetrical with sellers yet!

Great book with a lot of interesting and valuable information -- the 21st century reality of selling is revealed as promised and it's startling for old school sales thinkers. It's also a great read for people traditionally non-sales careers because, as Daniel points out, everyone today is in sales in one way or another. Daniel's writing style may slow you down a little (he struggles in some spots to make it

flow) and, as is the case with most books in this genre, it can be a little repetitive. But the advice and the data are solid and the point he makes is a valuable one.

The starting premise of Pink's latest book is that whereas the responsibility for sales used to reside in the sales department, many businesses no longer work that way. According to Pink, the percentage of companies with fewer than ten employees is growing rapidly and more and more people now work for themselves. (*raise hand and point to self*) And with that transition has come the expectation that everyone in the company will be required to sell in some fashion. He also makes the point that selling is not simply about getting people to buy a product. We sell our skills when we apply for a grant or a job. Teachers are selling when they are working to engage students in acquiring knowledge and doctors and nurses are selling when they are working to convince patients to adopt a particular health management strategy. And parents, yes parents spend most of their time selling their kids on the merits of homework and sleep and vegetables...Pink argues that how we sell has changed dramatically. Where once the seller had all the power, now it is the customer who is arriving with a bundle of market research - if they arrive at all, for many buyers are avoiding personal contact altogether and simply purchasing online.What does this mean for those of us learning to be sellers and those needing to refine their techniques? Pink's approach is personal, practical and pragmatic. He offers compelling research to back up his approach and also offers clear advice on how to translate theory into practise. I worked through many of Pink's exercises while reading through the book and felt very self righteous when I was asked unexpectedly to provide some sales copy and was able to hand it over on the spot! And felt even better when told it was exactly what they needed!I'm always encouraging people to read outside their normal patterns. It expands your horizons and opens you up to new ideas and approaches. If you're going to explore one book outside your comfort zone this year, I suggest that To Sell is Human is the one. Trust me, it's worth it.Sold?

To Sell is Human was a good book about selling in today's environment (this is coming from someone who sells and has sold as a career for the past 10 years). Mr. Pink works hard in the book to make sure that you understand that we are all in sales today. I would agree with that. That said, there is something in the book for seller and non-seller alike. Mr. Pink does appreciate significantly the roots of study and findings in significant research, experiments, anecdotal evidence, psychology research, etc. etc. I think it is important that assertions be backed by data and research. Much of the text of this book is spent reviewing this research, data, etc, in detail. Some readers may find that to

be a bit boring, and may be asking the author silently to "please just get to the point". Knowing Mr. Pink's style, however, I would guess he might say it is really important to understand the research behind the book.

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