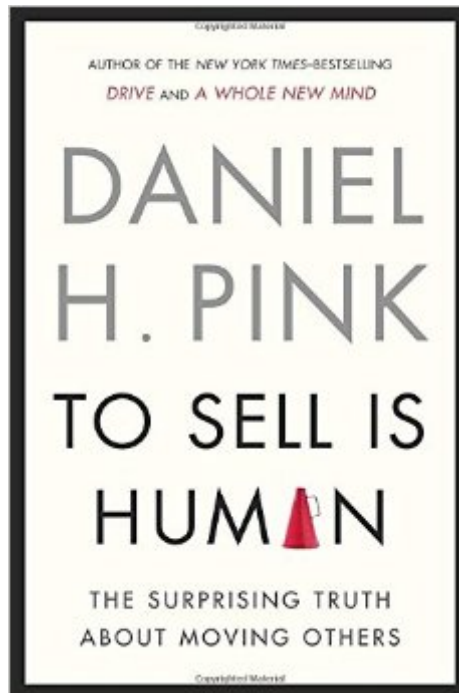


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# To Sell Is Human: The Surprising Truth About Moving Others



## Synopsis

#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 we'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, we're all in sales now. *To Sell Is Human* offers a fresh look at the art and science of selling. As he did in *Drive* and *A Whole New Mind*, 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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## Customer Reviews

What, another book about selling? No, this is not "another" book about selling. I've read a lot of

them, written a few of them, and I can tell you: This book stands alone in a special category. Why? Because Dan Pink was just an eensy-teentsy bit uneasy about the notion of himself as a salesperson when he started researching the book. He doesn't say so directly, but you can tell, reading between the lines. Now, fast-forwarding to the end of the book, you can see he is TOTALLY comfortable with the identity of someone who sells. As a result of what he learned. That's important -- because most people are uncomfortable with sales, whether that means being a salesperson, doing the act of selling, being sold something, or, in many cases, they are fundamentally uncomfortable that the activity of "sales" exists at all, anywhere in the world. I know, because I sell for a living. I do it behind the keyboard of a computer, for the most part. As an advertising copywriter. You might wonder if I'm selling you right now. My answer is no, and maybe, since I made a decision in my career long ago never to sell something to someone for whom I don't think that something is right; and always to do my best to give a person I think a product or service is right for, EVERY opportunity to consider getting it, so they will get it. That's my definition of selling. Since I don't know you, I would have to break my own rules to try and sell you this book. But I can give you five categorial "if-then" statements to tell you what kind of people I think this book is for, and what kind of people it is not for: 1. If you are committed to hating selling no matter what, forget about it.

Dan Pink has a knack for providing provocative books about the changing world of work, and in this case, changing the way we look at the art and science of sales. Pink breaks it all down superbly in this new masterpiece. Since it doesn't have the Table of Contents, here's a look at what's inside: A. REBIRTH OF A SALESMAN 1. We're All in Sales Now - Some 1 in 9 workers still earn a living in traditional sales. The other 8 in 9 are engaged in "non-sales selling." We devote upward of 40 percent of our time on the job to moving others. 2. Entrepreneurship, Elasticity, and Ed-Med - Elasticity in job roles ensures a lot of non-sales selling. The fastest growing industries are educational services and health care (ie. Ed-Med.) Jobs in these areas are all about moving people. 3. From Caveat Emptor to Caveat Venditor - We've moved from a world of caveat emptor (buyer beware) to one of caveat venditor (seller beware)-- where honesty, fairness, and transparency are often the only viable path. B. HOW TO BE 4. Attunement - Bringing oneself into harmony with individuals, groups, and context. Illustrates the three rules of attunement and why extraverts rarely make the best salespeople. 5. Buoyancy - Learn from life insurance salespeople and the world's premier social scientists what to do before, during, and after your sales encounters. 6. Clarity - The capacity to make sense of murky situations. One of the most effective ways of moving others is to uncover challenges they may not know they have. C. WHAT TO DO 7.

Pitch - The six successors of the elevator pitch and how and when to deploy them.8.

Years ago, Daniel Pink, got my full attention with his book, *A Whole New Mind*, that argues for the embracing of the creative in our workplaces, in our education system and in our culture. As I recall, I read that book in two days. Then came Pink's highly successful book, *Drive: The Surprising Truth About What Motivates Us*. Using some of the latest social science research, Pink made the highly complex and heavily researched concept of motivation accessible to the reader by breaking down some commonly held assumptions around motivation and then offering ideas on how to utilize the research findings in our daily lives. As a trained educator and ardent observer of human behavior, I was already aware of much of what he discussed in this book but found the information useful both professionally and personally. Both of these books were on my recommended reading lists for my students. Daniel Pink's writing style is engaging and highly accessible. At times, he seemingly reads the mind of the reader and offers simple metaphors and typical human activities to illustrate a particular finding or concept. He presents occasional glimpses into his personal experiences and incorporates just enough humor to make you smile as you read. His writing is informed by a clear mission and is well-organized, so a reader finishes his books with some textbook-like information written in a pseudo-self help style. When Pink announced the publication of his latest book, *To Sell is Human: The Surprising Truth About Moving Others*, I was eager to see where he would take us on his latest journey through the world of social science research.

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