

TO SELL IS HUMAN

Adapted from “To Sell is Human” by Daniel Pink, published by Cannongate, 2013



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PURPOSE & CONTEXT

- This presentation summarizes the book “To Sell is Human” by Daniel Pink, published by Cannongate in 2013
- ‘Sales’ has a largely unfavourable image and reputation
- Despite this reputation, the author’s research in the US suggests that in the average job 40% of time is spent influencing others, either directly in Sales or what the author calls “Non Sales Sales”
- The core proposition of the book is that whatever job we have or aspire to have a key component involves influencing and persuading others
- To succeed we all therefore need to be good at sales!

WORD ASSOCIATION TEST

What is the first word that comes to mind when you think of;

“Sales” ?

WHAT % OF YOUR TIME DO YOU SPEND ON SALES?

Sales is influencing someone else to part with money for goods / services your organisation offers

What % your total work time spent in Sales?

NON SALES SALES

Non Sales Sales is influencing someone to perceive, think, feel, behave differently without an exchange of money

- Doctors influence patients
- Teachers persuade pupils
- Authors influence readers
- Artists get people to experience & feel
- Engineers persuade clients to approve their drawings
- Managers encourage their teams to achieve
- You.....?

What % your total work time spent in Non Sales Sales ?

WHAT % OF YOUR TIME DO YOU SPEND IN SALES & NON SALES SALES?

What % of your work time is spent in Sales?

What % of work your work time is spent in Non Sales Sales?

What % of your total work time spent in Sales & Non Sales Sales?

THE IMPORTANCE OF SALES & NON SALES ACTIVITIES

In the US 1 in 9 people work in Sales

In the US the average white collar employee spends 40% + of time on Sales and Non Sales Sales

From 'What Do you Do at Work' research on 7000 US full time employees

THE SALES ENVIRONMENT HAS CHANGED OVER THE LAST 50 YEARS

- Sales was considered sleazy in the past because sales people knew more than buyers – hence *Caveat Emptor* ‘buyer beware’
- In today’s information age buyers can access almost as much product data as sellers – hence shift to *Caveat Venditor* ‘seller beware’

The change in the work environment means everyone needs to be involved in Sales and or Non Sales Sales

SUCCESSFUL SALES & NON SALES SALES MINDSET

- **Attunement** – bring actions and outlook into harmony with other people and the context
- **Buoyancy** – resilience, stay afloat amid the ocean of rejection when seeking to move others.
- **Clarity** – questions to find the right problem to solve are more important than superior technical skills

ATTUNEMENT

- Reduce amount of power
- Use Head `(perspective taking) as much as Heart (empathy & emotions)
- Mimic strategically including light touch (NLP etc.)
- Ambivert Advantage – mid way introvert and extravert

BUOYANCY

- Asking ourselves questions (Interrogative Self Talk) is more effective than pumping ourselves up (Declarative Self Talk). Goes against convention!
- Use Positive Emotions to expand behaviour repertoire and heighten intuition rather than negative emotions which create adversarial reactions
- Research suggests a positive to negative ratio of 3:1 comments results in greater development and success
- Adopt an optimistic explanatory style rather than a negative one about our own behaviour and results

SUCCESSFUL SALES & NON SALES SALES BEHAVIOURS

- **Pitch** – go beyond traditional elevator speech by using question pitches & mutual collaboration, use Rhymes, and Pixar Six Sentences etc.
- **Improvise** – based on listening use strategic mimicry, and improvisation. Hear Offers, say ‘Yes and...’, make others feel good (win-win) instead of using sales scripts
- **Serve** – in place of smiling at customers do things to improve their lives. Make it ‘Personal’ and ‘Purposeful’. Shift from Upselling to Upserving with humility

TWO ETHICAL QUESTIONS WHEN SELLING AND NOT SELLING SELLING

- If the person your selling to agrees to buy, will his or her life improve?
- When your interaction is over will the world be a better place than when you began?

If the answer is no then you're doing something wrong

CONCLUSION

Once upon a time only some people were in sales. Every day they sold stuff, we did stuff and everyone was happy. One day everything changed. All of us ended up in sales – and sales changed from a world of *caveat emptor* to *caveat venditor*. Because of that we had to learn the new ABCs of attunement, buoyancy and clarity. Because of that we had to learn some new skills to pitch, to improvise, and to serve. We realised that selling isn't some grim accommodation to a brutal marketplace culture but its part of who we are and therefore something we can do better by being more human