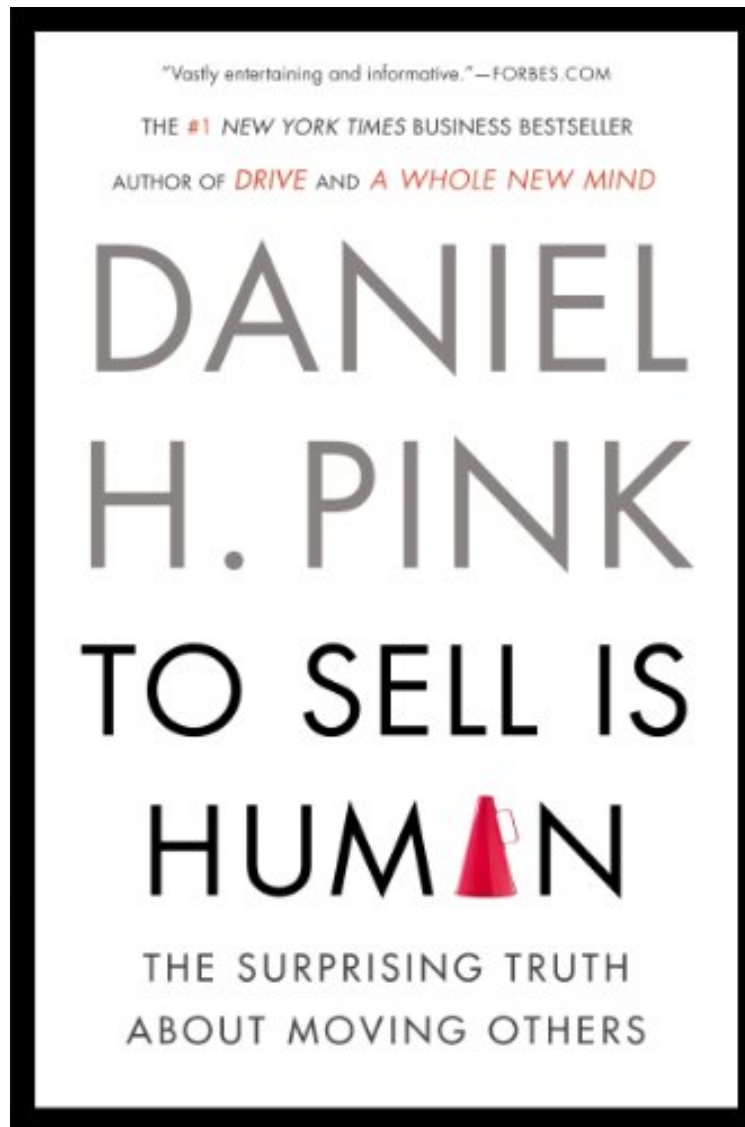


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To Sell Is Human: The Surprising Truth About Moving Others

Daniel H. Pink

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Daniel H. Pink : To Sell Is Human: The Surprising Truth About Moving Others before purchasing it in order to gage whether or not it would be worth my time, and all praised To Sell Is Human: The Surprising Truth About Moving Others:

6 of 6 people found the following review helpful. Excellent Book!!!By Stephen McLaneI bought To Sell is Human because I have been self employed for about a year and my business was missing something. I was marginally successful but I needed something to boost my client list. My businesses revolve around selling Antiques and clothing on Ebay and Craigslist and I also offer guitar lessons to the public, so it is very much a sales oriented field. I realized

that the problem with my client list was the overall way I conducted my ads and myself. After reading *To Sell is Human*, I was instantly endowed with concepts that were previously non-existent in my work. Being a person who is commonly pressed for time, I bought the summary version and it contained more than enough info for me to kick sales into overdrive. The book taught me that successful sales do not rely on tacky sales pitches or coercion, but are instead motivated by eliciting trust and a sense of commonality with my clients. The best part of the book is the chapter on Attunement, which describes many techniques for initiating rapport with, would be clients. Since buying the book I have seen a healthy increase in the number of sales and lessons I receive. These concepts were in front of me the whole time; I just needed to read this book to realize it. A definite buy!

2 of 2 people found the following review helpful. Worth a read if you sell, or if you "think" you don't.

By Fiona Leonard

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?

0 of 0 people found the following review helpful. *To Sell is Human* was a good book about selling in today's environment (this is coming ...)

By Avid Reader

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.

Look out for Daniel Pink'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 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.