



To Sell Is Human: Summary of the Key Ideas - Original Book by Daniel H. Pink: The Surprising Truth About Moving Others

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People often have negative associations with the word “sales”, but nowadays almost all of us are in the selling business. Whether we are presenting an idea to our colleagues or urging our children to do their homework, we are trying to move someone to get them to do something. In this book, the author gives several examples of different “non-sales selling” situations and gives tips on how people can do better by listening actively and conveying a message more effectively.

Who should read this book:

- Salespeople who want to improve their skills and learn more about changes in the market.
- Anyone interested in ways to convince and persuade others.
- People who want to find out more about “non-sales selling”.

In this summary:

Chapter 1: Sales are a part of almost every profession

Chapter 2: Employees have to possess several skills, including the ability to sell

Chapter 3: Salesmen still have a rather negative image

Chapter 4: Attunement: consider another person's perspective

Chapter 5: The best salespeople are ambiverts

Chapter 6: Buoyancy: be positive to recover from rejection

Chapter 7: Clarity: make others realize their problems to get them to take action

Chapter 8: Pitch: always have a short pitch ready

Chapter 9: Improvise: listen well to identify potential offers

Chapter 10: Serve: move people by being personal and purposeful

Chapter 11: Final Summary

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