



Summary: To Sell is Human: The Surprising Truth About Moving Others

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Summary: To Sell is Human - The Surprising Truth About Moving Others by Daniel Pink. If you are looking for a full copy of Daniel Pink's outstanding book, this can be found back on the Amazon search page.

What you get from an Adept Summary & Analysis:

- An overview of the entire book
- Key takeaways from the book
- Easily accessible, easy to remember information
- Actionable and new ideas

A preview:

The U.S. Bureau of Labor Statistics has reported that one in every nine citizens works in sales. There are over fifteen million Americans who work to try to convince others to buy their products or use their services every day. These people span multiple fields including real estate and industrial sales as well as finance. There are actually more sales people in America today than there are factory workers.

In spite of the recession and how advanced technology has become it seems that salespeople have been able to thrive throughout the country. No matter the state of the economy or the demand in services and skills that might be on the rise, there has always and will always be a need for sales people.

Non-sales selling is where you gather and process information that is used to contribute toward better sales for a product and/or service. In addition to that people who are in a service industry are technically considered part of the sales world due to the fact that they move others each and every day they work. This includes healthcare fields as well as coaching and teaching.

Whether there is a significant part of the population in traditional sales or non-sales selling it is still under the umbrella of sales. That means everyone is in sales now. Every profession needs to convince others that their product or service is best. This proves the point that every person is indeed a sales person.

This chapter focuses on the many statistics related to the sales sector which shows that there are nearly five million Americans employed within the field of sales. In spite of any economic crisis or any new technology, the field of sales has continued to boom and there has always existed a need for sales people – and good ones at that. Regardless of the industry in which someone works, they need to master the skills of being able to move others. In this context you can better understand the difference between traditional sales and non-sales selling. Non-sales selling – once again – applies to people who are part of a process of gathering and processing information that is then used by those in traditional sales positions. This can include information used to convince someone to behave a certain way such as coaches or healthcare providers or even guidance counselors or teachers. It does not matter the field in which you are working because everyone is in sales in

this day and age.

People today spend forty percent of their time in the office engaged in some form of non-sales selling whether it is convincing others or persuading others in ways that may not necessarily involve a purchase. Across all professions people are devoting twenty four minutes of every hour they are at work to moving others...

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