

Books by the Stack



To Sell Is Human: The Surprising Truth About Moving Others by Daniel Pink

According to the U.S. Bureau of Labor Statistics, one in nine Americans works in sales, but most of us 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. 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.

Why you'll like it: Interesting insights. ways to become better at selling and persuasion. challenging stereotypes of sales. a fresh look at an old art

About the Author: John Irving has a brilliant gift for storytelling, producing engrossing page-turners to both popular and critical acclaim. Irving happily tackles unfamiliar material, making it hard to generalize about the themes he explores. Though the frame is often a domestic story (coming-of-age; love; divorce; grief), he explores various social and political issues. Stories and novels may be set in South Asia, his native New England, or Europe, but no matter the setting, his scenes are recognizable, his characters believable and fully developed, and their joys and struggles realistic.

Questions for Discussion

1. One of the main propositions of *To Sell is Human* is that we are all in sales. Do you agree with this? Why or why not?
2. In selling, we like to focus on our victories; what was a time that you failed to sell something? What could you have done differently?
3. Movies and plays like *Death of a Salesman* often portray sales and salespeople in a negative light. How do you feel about sales after reading this book?
4. *To Sell is Human* describes a new environment in sales, a shift from caveat emptor (buyer beware) to caveat venditor (seller beware). Describe a time where you'd been turned off from a purchase because of something other customers had told you about the seller. Did social media play into this story?
5. Did the research dealing with introverted and extroverted salespeople surprise you at all? What was your perception of extroversion and introversion in sales before you started the book?
6. In what areas of selling or communication did the book help you gain understanding?

7. According to the book, a large part of selling is attunement, and a large part of attunement is finding common ground between people. What tactics do you use to find common ground in new situations?
8. Do you feel you have a better understanding of selling after reading this book? Why or why not?
9. Who would you recommend read this book? What people and professions are in need of this type of thinking the most?
10. Where do you think the difference lies between solving a problem and *finding* a problem?
11. Mr. Pink calls on the reader to 'ask better questions.' How can a person ask better questions, and become a better listener?
12. Practice the 'Six Pitches' with your career or a cause in which you have a strong belief.
13. What is a practical way a salesperson can 'serve first and sell later,' as Dan would have us do?
14. What other authors have influenced your ideas of selling and sales? How does this book compare?
15. Did you read any reviews of this book before delving into *To Sell is Human*? What were the reviews telling you?
16. Take Dan's assessment of introversion and extroversion at <http://www.danpink.com/assessment>. Does the assessment say you are an introvert, extrovert, or ambivert? How do you think of yourself after taking this exam? Is there anything you should change in your behavior based on it?



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