



To Sell Is Human: eSpresso Summary

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20 page eSpesso Summary: 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.

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Carolyn Foley:

Many people spending their time by playing outside having friends, fun activity together with family or just watching TV the whole day. You can have new activity to pay your whole day by reading a book. Ugh, you think reading a book really can hard because you have to use the book everywhere? It fine you can have the e-book, getting everywhere you want in your Mobile phone. Like To Sell Is Human: eSpresso Summary which is finding the e-book version. So , why not try out this book? Let's notice.

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