

Your career, your company and your cash-at-bank rely on the new face of selling...

When thinking about the focus of your business ask yourself the following question:

In an 8-hour day how much time are you persuading, cajoling or encouraging your colleagues, customers or suppliers to do what you think is right?

CONTENTS:

- 1. The one 'Non-Sales Selling' question you must ask to determine if you and your team should invest in stronger non-sales selling skills and knowledge**
- 2. See how Daniel Pink describes the 3 corner-stones of the new face of selling**
- 3. Extroverts vs introverts? Ambiverts beat them both!**
- 4. The questions that build you into a great non-sales sales person**
- 5. The books and resources to help you uncover more insights about 'Non-Sales Selling'**

STOP thinking that selling is only for sales people

START educating all your people on the skills of non-sales selling

1. The one 'Non-Sales Selling' question you must ask to determine if you and your team should invest in stronger non-sales selling skills and knowledge

In an 8-hour day how much time are you persuading or cajoling your colleagues, customers or suppliers to do what you think is right?

Where is the value in this question?

The value in this question prompts you to think about improving your 'Non-Sales Selling' skills across your team.

If a \$100m+ company, like Atlassian, can 'sell' to Microsoft and other multi-national corporations without sales people what could you achieve when you and your team improve your 'Non-Sales Selling' skills?

Below you'll find exercises and insights to share with your team, so that you too can tap into the natural 'To Sell Is Human' capabilities of everyone in your business.

IMPORTANT: This question is about getting you and your team taking the skills of persuasion, influence and encouragement seriously. Yes these skills are natural, as Daniel Pink brilliantly shows in the research in his book, but enhancing and building them will make your business stronger and more likely to succeed.

2. See how Daniel Pink describes the 3 corner-stones of the new face of selling – Attunement – Bouyancy – Clarity

This is the quick-reference video in which you get Daniel Pink's 4 minute overview on the new ABCs of Selling - <https://www.youtube.com/watch?v=m5b60eA8VNI>



Want more detail and this 36 minute video fills in the blanks, from the 2017 Conscious Capitalism CEO Summit: <https://www.youtube.com/watch?v=T43keVJOs3c>



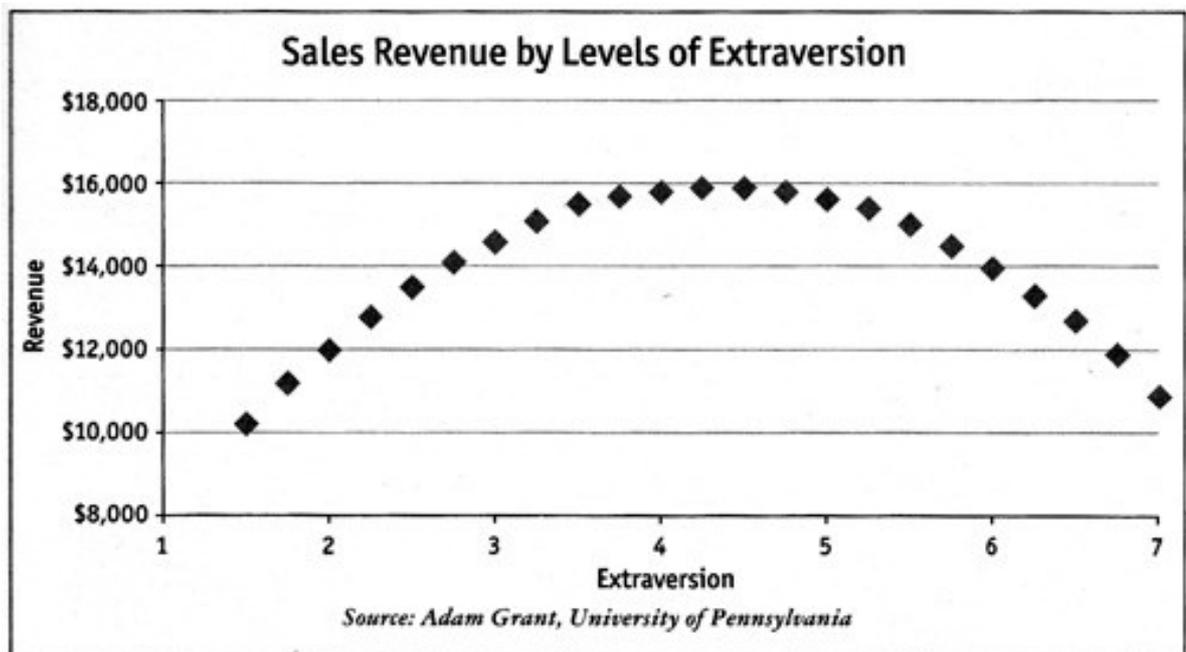
3. Extroverts vs introverts? Ambiverts beat them both!

This article by hubspot provides a further addition to the thoughts and ideas shared by Daniel Pink in his 'To Sell Is Human' book:

<https://blog.hubspot.com/sales/are-extroverts-or-introverts-better-salespeople>

The article references the same source material as Dan Pink but one statement stands out:

“According to psychotherapist Marti Olsen Laney, introverts and extroverts are the extreme ends of the “energy continuum.” Most people fall somewhere in the middle, and display a mix of introverted and extroverted tendencies even if they tend toward one side or the other.”



So it's easy to conclude that we're all suited to sales (naturally, as Pink so brilliantly points out in the title of his book) because we are all (mostly) ambiverts.

OK to be the best ambiverts, and the best at non-sales selling we might need to increase slightly either our introvert or extrovert tendencies (depending on which side of the line we naturally fall).

To quickly assess where you fall on the introvert, ambivert, extrovert scale why not try Dan Pink's quick and easy online survey – you'll get an instant answer – here - <https://www.danpink.com/assessment/>

4. The questions that build you into a great 'non-sales' sales person

If and when your people learn to ask better questions you'll be on your way to improving your team's 'non-sales' selling skills. It will pay to take time out of your busy working week and using the exercises below.

There's a way to develop and ask the right questions. And Daniel Pink directs us to the methodology suggested by the educational team at the Right Question Institute (www.rightquestion.org). They suggest a 3-step Question Formulation Technique (QFT):

- a. **Produce a list of questions** – as many as you can – good ones, bad ones, ugly ones, just make your question list long – avoid using the critical side of your brain, without thinking too hard about grammar and the sense of what you are writing, just write down the questions. If you write a statement down - just re-word it so it's a question
- b. **Improve your questions** – start by working out if each question can be answered by a yes or no answer (these are closed-ended questions). Or if the question prompts sharing of information and explanation. Just for 'kicks and giggles' turn some open-ended questions into closed ones. Then a few closed question into open-ended questions. Your questioning skills will advance
- c. **Prioritise your questions** – Choose your favourite, most impactful questions and fine tune them again so they are ultra clear. Remember you're looking for clarity - to help your customer achieve clarity around their problem or issue.

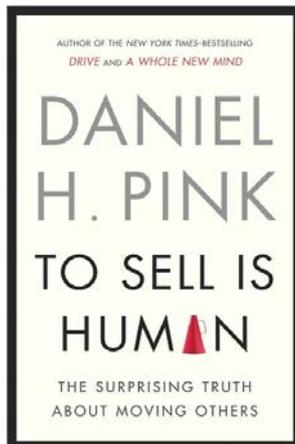
Check out Daniel Pink describing in just a few minutes a high-impact pair of questions – they're simply brilliant:



<https://www.youtube.com/watch?v=WAL7Pz1i1jU>

5. The Book

Daniel H. Pink *To Sell is Human: The surprising truth about persuading, convincing and influencing others.*



Dan Schawbel from Forbes.com certainly found merit in the book:

"A fresh look at the art and science of sales using a mix of social science, survey research and stories."

The Harvard Business Review said: "Excellent...radical, surprising, and undeniably true."

You can get the book here:

<http://bit.ly/dpinktosellishuman>