

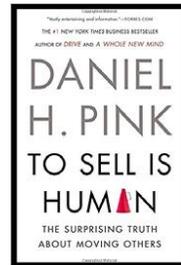
CHRIS SWENSON'S MASTER NOTES

Practice Success in Less Time and with Less Money



TO SELL IS HUMAN

The Surprising Truth About Moving Others



BY DANIEL PINK RIVERHEAD BOOKS © 2013 272 PAGES

“Some of you, no doubt, are selling in the literal sense—convincing existing customers and fresh prospects to buy casualty insurance or consulting services or homemade pies at a farmers’ market. But all of you are likely spending more time than you realize selling in a broader sense—pitching colleagues, persuading funders, cajoling kids. Like it or not, we’re all in sales now. And most people, upon hearing this, don’t like it much at all. Sales? Blech.

... I’m convinced we’ve gotten it wrong...

This is a book about sales. But it is unlike any book about sales you have read (or ignored) before. That’s because selling in all its dimensions—whether pushing Buicks on a car lot or pitching ideas in a meeting—has changed more in the last ten years than it did over the previous hundred. Most of what we think we understand about selling is constructed atop a foundation of assumptions that has crumbled. ... By the end of this book, I hope you’ll see the very act of selling in a new light. Selling, I’ve grown to understand, is more urgent, more important, and, in its own sweet way, more beautiful than we realize. The ability to move others to exchange what they have for what we have is crucial to our survival and our happiness. It has helped our species evolve, lifted our living standards, and enhanced our daily lives. The capacity to sell isn’t some unnatural adaptation to the merciless world of commerce. It is part of who we are. As you’re about to see, if I’ve moved you to turn the page, selling is fundamentally human.” - Daniel Pink from TO SELL IS HUMAN

BOOK DESCRIPTION (from Amazon)

From the best-selling author of Drive and A Whole New Mind comes a surprising - and surprisingly useful - new book that explores the power of selling in our lives.

According to the U.S. Bureau of Labor Statistics, one in nine Americans works in sales. Every day more than 15 million people earn their keep by persuading someone else to make a purchase.

CHRIS SWENSON'S MASTER NOTES

Practice Success in Less Time and with Less Money

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 extroverts 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.

NOTE INTRODUCTION

As a practice owner, sales and marketing can sometimes be difficult and challenging. We seem to have all sorts of conflicting beliefs that are holding us back in this department.

Well...Our prayers have been answered with this book! It provides one of the best perspectives on sales and marketing I may have ever read!

Plus, it is perfect for us therapists as it fits our mindset and view perfectly! By the end of this Master Note I am hoping you will be convinced that us therapists were born and trained for marketing and sales! At least the most effective kind!

Get your copy of the book here: [TO SELL IS HUMAN!](#)

Let's dive right in and discuss some great takeaways from this excellent book!

WE ARE ALL IN SALES

"Working with Qualtrics, a fast-growing research and data analytics company, I commissioned a survey to uncover how much time and energy people are devoting to moving others, including what we think of as non-sales selling—selling that doesn't involve anyone making a purchase. This study, dubbed the What Do You Do at Work? survey, was a comprehensive undertaking. Using some sophisticated research tools, we gathered data from 9,057 respondents around the world. ..."

CHRIS SWENSON'S MASTER NOTES

Practice Success in Less Time and with Less Money

Two main findings emerged:

- 1. People are now spending about 40 percent of their time at work engaged in non-sales selling—persuading, influencing, and convincing others in ways that don't involve anyone making a purchase. Across a range of professions, we are devoting roughly twenty-four minutes out of every hour to moving others.*
- 2. People consider this aspect of their work crucial to their professional success—even in excess of the considerable amount of time they devote to it.”*

Ok...people are spending about 40% of their time in non-sales selling which includes persuading, influencing, and convincing others in a transaction that doesn't involve making a purchase.

Essentially, non-sales selling can be summed as “moving” the perspectives of others without making a purchase.

Hmmm...40% of the time for normal folks. How much time as therapists do we spend helping others shift their perspective by persuading, influencing, or convincing without actually making a purchase every time.

The answer...Every session! Every Day we are at our practices!

Think about this...Selling usually scares the shit out of many practice owners. However, as therapists we are engaged in a form of non-sales selling nearly all the time!

As you will see throughout this Master Note, therapists are natural born sellers; we just never realized it!

How often do you engage in non-sales selling? Time to look at sales as moving others!

THE PROPER ABC'S OF SALES

So here in Part Two, I introduce the new ABCs of moving others: A—Attunement B—Buoyancy C—Clarity Attunement, buoyancy, and clarity: These three qualities, which emerge from a rich trove of social science research, are the new requirements for effectively moving people on the remade landscape of the twenty-first century.”

Throughout much of the distant past sales individuals were taught the ABC's of selling as “Always Be Closing.” In other words, always be asking for the sale!

This line of thinking is what many of us practice owners usually refer to as “pushy” sales or “sleazy” sales tactics!

CHRIS SWENSON'S MASTER NOTES

Practice Success in Less Time and with Less Money

No one likes to be pushed or railroaded into any purchase anymore. So here Daniel shares a great new way of moving others (sales)...A-Attunement; B-Buoyancy; and C-Clarity!

Moving others doesn't have to involve anything pushy or demanding! In fact, in the book Daniel refers to the great marketing guru Seth Godin. Seth describes that 'Always be Closing' doesn't work. Rather in any communication with those you serve you should always focus on building trust! To Seth...it is "Always be Building Trust!"

Such an idea fits so well with the Know, Like, and Trust Factor that is so imperative when marketing a service business; especially a therapy business!

Let's take a closer look at each of these letters below! And you will once again become more convinced that we as therapists were born to do this!

ATTUNEMENT (A)

"Take a moment right now—and if there's someone in the room with you, politely request thirty seconds of his or her time. Then ask that person to do the following: 'First, with your dominant hand, snap your fingers five times as quickly as you can. Then, again as quickly as you can, use the forefinger of your dominant hand to draw a capital E on your forehead.' Seriously, go ahead and do this. I'll wait. (If you're alone, slip this exercise in your back pocket and pull it out at your next opportunity.)"

Take a few moments to do the exercise Daniel states above!

Did you do it?

How did you draw the "E"?

Maybe some of you psychologists may have recognized this activity as the "E Test" as it used by psychologists to measure perspective taking.

So what does perspective taking have to do with sales? Nearly everything!!! Your ability to take another's perspective leads to what Daniel refers to as ATTUNEMENT (A)! *"Attunement is the ability to bring one's actions and outlook into harmony with other people and with the context you're in."*

The first part of ABC of Sales is ATTUNEMENT; which is greatly achieved by one's ability to take another's perspective!

Dang! I feel like nearly all therapists have this great ability! Am I wrong?

CHRIS SWENSON'S MASTER NOTES

Practice Success in Less Time and with Less Money

Looking at your ideal client...Being able to take the perspective of your ideal client presents you with a multitude of understanding of what they struggle with and how you can help. The language they use provides the language for your marketing materials.

So let's start thinking of sales as helping others by moving them utilizing our ability to take their perspective!

BUYOUNCY (B)

"Draw a map of the world of selling and the most prominent topographical feature is that deep and menacing ocean [of rejection]. Anyone who sells—whether they're trying to convince customers to make a purchase or colleagues to make a change—must contend with wave after wave of rebuffs, refusals, and repudiations. How to stay afloat amid that ocean of rejection is the second essential quality in moving others. I call this quality 'buoyancy.'"

Uh oh...The dreaded rejection part shows its face! Yes, when we look at sales we are bound to be rejected, challenged, or whatever else.

Think about this though...How many times when working with a client do they immediately take your perspective and advice and begin implementing it? Or, most likely they challenge you by stating, "I have already tried that" or "I tried that and it doesn't work."

In other words, throughout our work as therapists we are challenged and rejected multiple times by our clients. Wave after wave of questions, refusals, and rebuffs...yet we seem to accept them as the normal part of therapy and have learned to grapple with them.

Ahhhh haaaaa moment!!!! Let's try to apply what we know about dealing with people towards sales. It's really not at all that different.

Still not convinced...Do you remember from Motivational Interviewing and the Stages of Change? Depending on the stage there is a different method of helping them MOVE through the stages to change! Sales is no different. Understanding where they are in the sales stages of change allows you to fit a better response as you remain buoyant through the challenges of the sales journey!

You can do this!!!!

CLARITY (C)

"A long time ago, when I was in law school, I took a course called 'International Business Transactions,' taught by a professor named Harold Hongju Koh. I don't remember much about the particulars of what we learned in class that semester—a few things about the Foreign Corrupt Practices Act. But I've never forgotten

CHRIS SWENSON'S MASTER NOTES

Practice Success in Less Time and with Less Money

something Professor Koh told our class one spring afternoon. He said that in an attempt to understand the law—or, for that matter, just about anything—the key was to focus on what he termed the ‘one percent.’ Don’t get lost in the crabgrass of details, he urged us. Instead, think about the essence of what you’re exploring—the one percent that gives life to the other ninety-nine. Understanding the one percent, and being able to explain it to others, is the hallmark of strong minds and good attorneys. Clarity operates by the same logic. Whether you’re selling computers to a giant company or a new bedtime to your youngest child, ask yourself: ‘What’s the one percent?’ If you can answer that question and convey it to others, they’re likely to be moved.”

What is the one percent for you? That one percent that gives life to the other 99%!

This reminds me of the Keep It Simple Stupid (KISS) principle. Essentially, you are wanting to be able to concisely (with CLARITY) be able to explain your offer in a short concise phrase! Don’t get lost in the crabgrass of details!

Far too often as therapists we do way too much talking and explaining. Over explaining while our potential clients are getting lost in that crabgrass of details!

Take some time to think about what is your one percent that gives life to the other 99%!

If you are struggling, I would advise you to purchase the book as the entire Part 3 is all about what to do!

A THERAPIST’S DREAM: SERVANT SELLING!

“The time is ripe for the sales version of Greenleaf’s philosophy [of servant-leadership]. Call it servant-selling. It begins with the idea that those who move others aren’t manipulators but servants. They serve first and sell later. And the test—which, like Greenleaf’s is the best and the most difficult to administer—is this: If the person you’re selling to agrees to buy, will his or her life improve? When your interaction is over, will the world be a better place than when you began? ... An effective seller isn’t a ‘huckster, who is just out for profit,’ he [Alfred Fuller] said. The true ‘salesman is an idealist and an artist.’ So, too, is the true person. Among the things that distinguish our species from others is our combination of idealism and artistry—our desire both to improve the world and to provide that world with something it didn’t know it was missing. Moving others doesn’t require that we neglect these nobler aspects of our nature. Today it demands that we embrace them. It begins and ends by remembering that to sell is human.”

OMG! This highlight could be read over and over again every day as you begin to change to a more effective marketing mindset!

Servant selling! Yes! I absolutely love this! And for therapists it seems to fit very well. Wouldn’t you agree?

Think about it...Service first, selling later!

CHRIS SWENSON'S MASTER NOTES

Practice Success in Less Time and with Less Money

Then after a transaction ask the questions, “After they buy what you are selling, did her or his life improve?” “Will the world be a better place?”

How many of us therapists are in this profession to make a real difference in the lives of others? Just as Daniel noted in the highlight, “an effective seller isn’t a huckster who is just out for profit” but rather to improve the lives of others by providing a service they didn’t know existed to help them with their problems!

Duly noted and very important ending...”It begins and ends by remembering that to sell is human.”

I would advise you to really reflect upon those words. Let them sink into your subconscious mind.

I hope you enjoyed this Master Note and now understand how as therapists we are actually trained and well-schooled in the art of marketing and sales; we just didn’t know it!

Here’s to moving others to make a difference in this world! Cheers!

ABOUT THE AUTHOR OF “TO SELL IS HUMAN”



DANIEL PINK

Daniel H. Pink is the author of six provocative books -- including his newest, *WHEN: The Scientific Secrets of Perfect Timing*. *WHEN* is a New York Times, Wall Street Journal, USA Today, Washington Post, and Publishers Weekly bestseller. Pink’s other books include the long-running New York Times bestseller *A WHOLE NEW MIND* and the #1 New York Times bestsellers *DRIVE* and *TO SELL IS HUMAN*. His books have won multiple awards and have been translated into 37 languages. Pink lives in Washington, DC, with his family.

CHRIS SWENSON'S MASTER NOTES

Practice Success in Less Time and with Less Money



ABOUT AUTHOR OF THIS MASTER NOTE



CHRIS SWENSON

Chris Swenson is a true [Private Practice Warrior](#) who believes that therapists in private practice are in the best position to truly make a difference in the mental health concerns of our world. He loves helping people succeed in private practice as he studies, embodies, and teaches the fundamentals of mastering private practice. Learn more about Chris at <http://imchrisswenson.com>