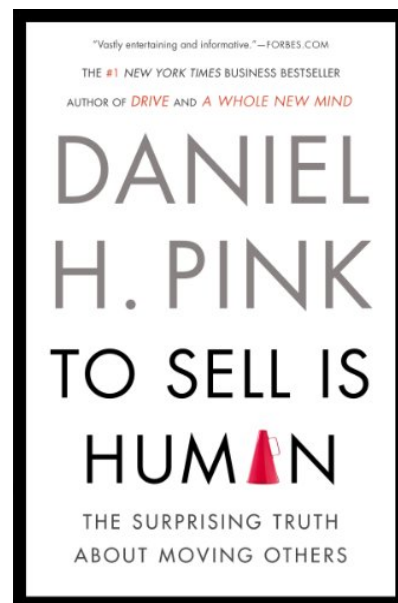


# To Sell Is Human Book Summary (PDF) by Daniel Pink

Ready to learn the most important takeaways from To Sell Is Human in less than two minutes? Keep reading!



## Why This Book Matters:

To Sell is Human gives readers tips to ensure more effective selling points and persuasion techniques.

## The Big Takeaways:

- 1. Integrity and business are the new doctrines of selling.**
  1. If In the past, the blame would be on the customers for making a bad purchase rather than holding the salesperson responsible for lacking integrity.
- 2. When making sales, comprehending the viewpoint of others helps to motivate them.**
  1. A great way to accomplish this is by assuming you have the lesser power when making a sale.
- 3. Rejection is an inevitable part of sales, so learn how to overcome it early on.**
  1. Viewing rejection as something temporary as

opposed to permanent will help you maintain your confidence and be prepared for the next sales pitch.

**4. Encourage others by helping them understand their issues and solutions.**

1. Ensure that you provide your client with full directions on how to fix their issue.

**5. Make your sales pitch personal to each client to engage them completely.**

1. Strive to find the purpose of the sale and explain it to those you are trying to engage with.

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- 2. Buy The Book on Amazon**
- 3. Listen To The Audiobook**

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