
To Sell Is Human Summary PDF Cheatsheet —

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?? 1. Non-Sales Selling: Almost all of our jobs now involve “moving others” in some way

Most of us are not “traditional salespeople,” but sales-related skills are more important than ever. Why? Because of the rise of: mass entrepreneurship, jobs that require multiple skills, and the sectors of health and education.

???? 2. Serve Others: Modern selling is not about pressure, but making other people’s lives better

Sales has changed because now the internet gives everyone access to product information and reviews. That means good selling has become about offering service—so always keep in mind the person you’re helping and make sure their life is improved after the sale.

? 3. Get In Tune: Great salespeople understand the buyer’s perspective by really listening

Attunement is understanding other people’s thoughts, feelings, and perspective. You can get better at this through deliberate listening (try pausing 5 seconds before you reply), or pretending you are lower status, or imagining what their world looks like, or responding with “yes and” rather than no.

???? 4. Stay Afloat: Every successful salesperson must swim over the “ocean of rejection”

To succeed in selling, you must meet with lots of prospects and not be devastated by the predictable rejections. So learn to explain failures in an optimistic style (as not your fault and not permanent), and try to have 3 positive experiences for every 1 negative.

? 5. Simplify Their Decision: Helping them think clearly about the problem, solution, and next step

Selling effectively is about providing clarity. Ask questions to help the prospect become aware of new problems, problems your product can solve. Create a super-short sales pitch for why people should buy from you. Provide simple specific directions of what they need to do next.

This is just a sample!

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