

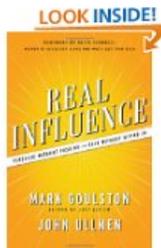


EVERYONE Sells!

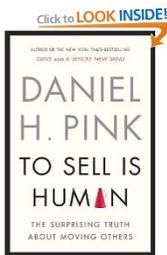
By: Chuck Terry, President/ CEO Sandler Training

As research for his latest book “To Sell Is Human” Best Selling Author Daniel Pink conducted research into how “non-sales” professionals spend their days at work. The survey was executed by the firm Qualtrics and the findings might be a bit surprising to many. The survey concluded that non-sales professionals currently spend over 40% of their day engaged in non-sales selling, persuading, influencing, and convincing others in a way that doesn’t involve anyone making a purchase.

In a July Success Magazine article by Joe Polish, Dan Sullivan provided this definition of selling: “Selling is getting someone engaged in a future result that is good for them and getting them to emotionally commit to take action to achieve that result.” When you examine that definition of selling Dan Pink’s findings are not that surprising after all.



In the book “Real Influence” by Mark Goulston the process of “non-sales selling” is repositioned as “influencing.” According to Mr. Goulston the real challenge for both selling and non-selling professionals is overcoming their “blind spot” in trying to influence others. The author explains that we need to get out of “Your Here” and get into the other persons perspective or “Their There” in order to influence in a way that is neither manipulative nor predatory. Said another way we need to become more perceptive at understanding how the other party thinks and feels while becoming less preoccupied with our own perspective or “blind spot.”



In “To Sell Is Human” Daniel Pink’s findings concur with that assertion in citing a study by Wharton management professor Adam Grant. In this study Professor Grant looked at the correlation of extroversion and introversion to selling/ influencing success. What were the findings? The difference in sales results between extroverts and introverts were almost non-existent but BOTH categories were significantly outperformed by a third category labeled “Ambiverts.” These types of people are the most common in society and display neither strong extroversion nor introversion characteristics and are therefore more likely to be able to FLEX their communication style. To put this in the context of Goulston’s writing Ambiverts are much more likely to be able to avoid their “blind spot” and understand the other person’s perspective or “Their There.”

The fact that most of us are Ambiverts means that we were, to once again quote Mr. Pink, “born to sell.” If you would like to test yourself you can go to the site www.danpink.com/assessment and complete a free assessment.

At my firm, SalesGrowth MD, Inc. we have long espoused the virtues of selling in a new way. Our “life skill” based approach to selling, powered by Sandler Training, is not only ideally suited to the changing world of professional sales (read Mr. Pink’s book if you don’t believe the world of selling has changed)

but also to the emerging world of “non-sales professional” selling where 40% of each day is spent on “selling” activity. To learn more please visit us at www.salesgrowthmd.sandler.com .