


DANIEL
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TO SELL IS
HUMAN 

THE SURPRISING TRUTH
ABOUT MOVING OTHERS

DISCUSSION GUIDE

TO SELL IS HUMAN: DISCUSSION GUIDE

1. Pink's central argument is that "Like it or not, we're all in sales now." Do you agree? Why or why not?
2. Answer this question from the *What Do You Do at Work?* Survey: "What percentage of your work involves convincing or persuading people to give up something they value (attention, effort, time, money, etc.) for something you can offer?" Does the figure surprise you? List three examples from the past week where you've had to use your skills in non-sales selling.
3. As you think about your life and work, what is the greatest barrier you face in moving others?
4. Recall a great sales experience you've had. Also think of one that was terrible – frustrating, annoying, or infuriating. What made the difference between the good experience and the bad one?
5. How have the three E's – Entrepreneurship, Elasticity, and Ed-Med – affected your own work and life?
6. Pink describes a shift from "buyer beware" to "seller beware." Give one example from your own experiences as a buyer where you've seen this shift in action. Now give one example from your own experiences as a seller.
7. How did you do on the "E Test?" What did you learn from it? How do you think others in your organization would fare if they took the test?
8. Are you an introvert, an extravert, or an ambivert? If you're more introverted than extraverted, what is one small thing you could do to move a little toward the center of the introversion-extraversion scale? If you're more extraverted than introverted, what is one small thing you could learn from your more introverted colleagues?
9. Take a few moments to try one of the following exercises from Chapter 4's Sample Case: Conversation with a Time Traveler; Mirror, Mirror; or Uncommon Commonalities. What did you learn?
10. Recall the last time you really flopped at moving others. Now use Seligman's three questions to tweak your explanation of what happened. When you're done, think of the next big sales call or persuasion effort you face. Practice your interrogative self-talk with specific answers to the question: "Can you do this?"

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11. In the chapter on Clarity, Pink describes five ways to frame a message to sharpen contrast and deepen impact. Choose one frame and apply it to an upcoming persuasion challenge. How might it be effective? How might it go awry?
12. What is the difference between problem-solving and problem-finding? What are some examples of each? In what areas of your life are you a problem-identifier versus a problem-solver?
13. In Chapter 7, Pink offers six new ways to pitch. Choose one of them and pitch a product, a service, or an idea to others in your group. Ask them to critique your pitch and suggest ways to improve it.
14. If you've got at least three people in your group, play Word at a Time. Seriously, do it now. When you're done, do it again. What did you learn?
15. At the end of the book (p. 228) are two questions that go to the heart of genuine service. Think about what you are selling – why you want to move people – and ask yourself those questions. Share your answers with the group.
16. One character who makes several appearances in the book is Norman Hall, the Fuller Brush salesman. Could you do what he does? Why or why not? What did you learn from him?
17. After reading this book, what is one thing you will do differently? Why?

NOTES



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