

Tom Wagner

From: Wagner Consulting Group Inc. <mailer_response@emailcounts.com> on behalf of Wagner Consulting Group Inc. <twagner@wagnercg.com>
To: twagner@wagnercg.com
Subject: January 2014 Focus [Test Email]

Email not displaying correctly? [View in your browser.](#)



Focus

A publication of Wagner Consulting Group

January 2014

We Are All Selling Something

Best-selling author Dan Pink carried out a comprehensive survey, using sophisticated research tools, in 2012 that revealed people spend 40% of work time in non-sales selling -- persuading, influencing, and convincing others in ways that don't involve anyone making a purchase. Think about that. On average you're spending 24 minutes of every hour trying to sell your idea or plan or otherwise get something from another person.

Pink summarizes these data and offers new perspectives on selling in his 2012 book *To Sell is Human*. Near the end of his book, Pink poses two questions that I think are appropriate for all selling, traditional and otherwise.

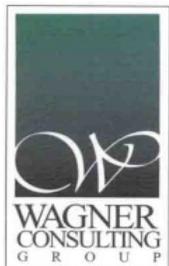
1. If the person you're selling to agrees to buy, will his life improve?

2. When your interaction is over, will the world be a better place than when you began?

So, as we all begin a new year, let's be mindful of what we're selling and why it matters.

Happy New Year!

Tom



Tom Wagner

President, Wagner Consulting Group, Inc.

Persistence Pays!
80% of sales are made on the fifth to twelfth contact

Follow me on Twitter at @tomwagner72

Life is too short to deal with unwanted email.

If you do not want to receive this newsletter, click the Unsubscribe link below.



Wagner Consulting Group Inc., P. O. Box 941, Madison, MS 39130

[Unsubscribe](#) | [Privacy policy](#)