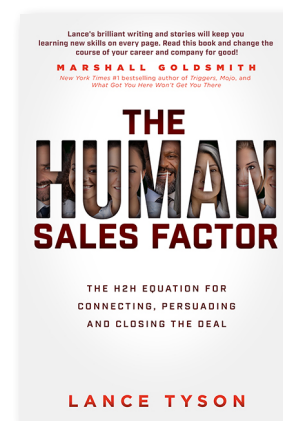


The Human Sales Factor

The Human-to-Human Equation for Connecting, Persuading, and Closing the Deal

by **Lance Tyson**



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THE SUMMARY IN BRIEF

Every interaction we have with others and how skillful we are at utilizing our relationships determines the overall quality of our lives. Whether at work, in the home, or a rehab group, how well we understand the rudiments of human nature will make it easy to sell ourselves (as a brand) or a product to almost any prospect.

Because he's a businessman, Lance Tyson's *The Human Factor: The Human-to-Human Equation for Connecting, Persuading, and Closing the Deal* is a concentration of insights for anyone who wants to learn the skill of selling about anything. This book will change the way you sell and connect with your clients — not through fake gimmicks to trick people into believing something you don't believe in yourself, but through a curation of the enthusiasm, credibility, and reason you already possess for a product or service you're passionate about.

IN THIS SUMMARY, YOU WILL LEARN:

- How to become an effective salesperson and influence people.
- The basics of making people see things from your perspective and helping them take a desirable action.
- How to persuasively and effectively communicate your message to potential clients.
- That the Human Sales Factor applies to every aspect of our lives, not just business.

Introduction

With over 30 years of mastering the skills of connecting and influencing, I have learned the art of selling and understand the intricacies of why people buy from others. Selling always has and always will be done human-to-human (H2H). It all comes down to utilizing the H2H equation to identify how people think and process information. Also, H2H selling involves adding in the environment and context, multiplying by the person(s) involved, and closing the deal.

Whatever cadre you find yourself on the selling proficiency scale, the H2H Equation for Connecting, Persuading, and Closing the Deal is for you. It will help you open doors and increase the chances of getting anything you want or need. Selling is 50 percent art, 50 percent science, and 100 percent H2H.

Part 1: Unleash The Salesperson In You With A Proven Formula

Selling From The Inside Out

When attempting to persuade and influence others, you really need to understand your goals and the mindset of whomever you hope to motivate. If you don't master the process of connecting with others and influencing their behavior by looking within yourself first, then success will be fleeting.

Unfortunately, like any other tool, persuasion and influence are morally indifferent and can yield to whatever force motivates them. However, someone whose character is fundamentally flawed will never be successful. They will eventually be seen as conniving and deceitful.

Consequently, H2H selling, at its heart, means first connecting with the human inside the mirror before you can connect with any human outside your window. The metaphorical mirror is the back alley of your mind. Hence, fixing the person in the mirror — the inner man — is reasonable if you will effectively execute the powers of persuasion and influence.

The Greek Mirror

Enthusiasm is your essence and being and should be the first thing you seek out in your mind's mirror. Developing sincere enthusiasm for whatever you do or sell is essential because before you can ever get someone else to buy your ware, service, or activity, you must be sold on it first.

Once you've worked up your appetite for success, you can then use your mirror to reflect on the three pillars of influence, as postulated by the Greek philosopher — Aristotle. In his work, *The "Art" of Rhetoric*, Aristotle recommends five devices for mastering the art of influence. The pillars of influence are:

1. Ethos (Character)
2. Logos (Reason)
3. Pathos (Emotion)

The first thing you ever sell to people is your ethos—who you are. Credibility is made or broken based on your character. Aristotle believed that a person's actions need to back up what they say, or else they lose credibility. After establishing credibility, you need to make your appeal using logic; that's where logos come in. Finally, to gain a competitive edge in all you do, personally and professionally, it is vital to learn how to rouse people's emotions. Knowing how to control people's pathos is perhaps the most significant skill because people evaluate logically but buy emotionally.

Rudiments Of The H2H = EQ5 Equation

Too often, I watch salespeople try to sell with only one gear—maximum overdrive. As a result, they don't have the tactical empathy required to succeed. But the key to unlocking the door to a buyer's mind is a secret weapon called Emotional Quotient (EQ).

EQ is "the capacity for recognizing our own feelings and those of others, motivating ourselves, and managing emotions well in ourselves and our relationships." Therefore, it is a non-negotiable prerequisite for effective and sustainable relationships. However, there's more to EQ than being friendly and amenable to others. I like to think of EQ as a three-legged stool upon which H2H connections are built. The three legs of EQ are self-control, interpersonal skills, and communication.

As I mentioned earlier, selling is 50% science; necessitating us to look at an EQ equation that helps us understand the 5 Major Strategies for EQ. Before mastering the Human Sales Factor, you need to understand, embrace, and practice the following strategies of EQ:

1. Maintain a positive mindset
2. Turn self-deception into self-awareness
3. Turn self-focus into other-focus

4. Become a more rewarding person to deal with
5. Control your temper tantrums

When you start seeing the Human Sales Factor as simply connecting with another human being, filtered through the lens of EQ, you will reach your goals to persuade and influence.

Part 2: How To Become A Master Of Influence And Persuasion

The Read-Offense Mindset

If EQ is the heartbeat of the Human Sales Factor, then The Read-Offense Mindset is the blood. This formula can be applied to any market condition, across any industry, and with any landscape. Read-Offense is the new mindset that aligns with the Human Sales Factor and fosters adaptability. If you want to be able to sell anything to anyone at any time, a single sales strategy won't work for every sales scenario. Having a Read-Offense Mindset will prepare you for the challenges and uncertainty so you can handle any H2H situation with confidence.

A Black Swan is an event that is both unpredictable and devastating, like 9-11 and COVID-19. There will always be conditions, like Black Swans, that drive markets to switch, products to become more or less popular, influencing the way people buy. Even in the absence of an economic disaster, the market is constantly in flux. However, the fact is that everybody wants or needs something, irrespective of prevalent conditions. Hence, combining the Read-Offense mindset and EQ skillset will help you adjust to any surprising development in your sales journey.

The Rules Of Persuasion And Influence

When it comes to selling H2H, your job exists for one of two reasons: 1) to persuade or influence someone at the moment, or 2) to connect so you can later compel someone to think or behave differently. At the sales game, it's impossible to win without understanding the rules. Therefore, it's time to understand the rules of persuasion and influence.

1. Always maintain a good balance between understanding, credibility, and rapport in your new and existing relationships.
2. Selling is not about relationships, it's about how likable you are, and likability is a function of EQ
3. Always have a winning attitude by actively seeking out opportunities to persuade and influence; since they won't come falling into your laps.
4. Know your buyers, understand the motives behind their decisions, and soak in the full context of the realities they're dealing with. Only then would you be able to convince them to listen to your pitch.

The Window: The Power Of Opinions

After discussing the seller looking in the hypothetical mirror extensively, we need to consider what lies outside the window. Social proof is one of the cornerstones of influence and persuasion. Social proof is so powerful that you will likely deny logic to be part of the crowd. Social proof can be a powerful tool for influencing people to gravitate towards your corporate or personal brand. Social proof works the other way around, too. It's a potent tool to influence someone to give you something you want or need. With the advent of technology, social proof has taken an innovative dimension — online reviews.

Many individuals and organizations have repeatedly adopted the Shock and Awe method of persuasion to blow their prospects' minds. In a bid to hack the Human Sales Factor, brands have been known to adopt the following tactics:

1. Exploit positive reviews;
2. Flaunt customer testimonials;
3. Fraternalize with popular influencers; and
4. Show off their awards and recognitions.

Part 3: Preparation And Presentation Of Persuasive Communication

Presence And Presentation

Most investors would say that when deciding which start-ups to back, they focus on interesting ideas, talented founders, and substantive business plans. However, many studies have revealed otherwise — visuals influence judgment more than words or other forms of information. Likability and enthusiasm go a long way in communicating H2H.

Likability falls under the soft skills category, while enthusiasm is a visual attribute that boosts the impression we make on a prospect during a pitch or presentation. Also, developing an impression — especially an excellent first impression — gives the message momentum and credibility.

Message And Momentum

You only have 7 seconds to get favorable attention — and 7 seconds goes a lot quicker than you'd think. The estimate is that short because your prospect is deciding in a nano-second if you are worth their time; 7 seconds is all you have to get lucky. The most effective trick to get the attention you need is to start with something interesting, and nothing is so interesting to people as themselves. So, make it a habit always to mention your prospect's name in your first sentence.

Now that you have their attention, the next step is to focus on the outcomes that matter most in the next 21 seconds. Your listening skills need to be off the charts; by implication, you must learn the art of empathetic listening. However, even after initiating rapport, selling points can get clogged up quickly if the right filter isn't applied to the right person in the right situation. Think of your filter as your assumptions, viewpoints, biases, the context of the situation, your relationship to the person you hope to influence — all the variables that threaten to impact your message.

The Language Of Persuasion

The language of persuasion involves a combination of body language (including facial expressions), voice tone and word intonation, volume and speed of speech, and sentence syntax — the arrangement of the words in the sentence. However, studies have established that visual messages have a more significant impact. So, while you may not be able to pitch with visual aids, you can exploit the metaphor hack. Rework your pitch into a story, and lace it with metaphors.

If you want to master the art of persuasion, master the metaphor. Metaphors help you paint a vivid image on the canvas of your prospect's mind. But as Aristotle recommended, keep it brief. In this fast-paced world of sound bites, tweets, and five-second ads, brevity is a critical skill in the Human Sales Factor.

The chief goal of persuasion is to influence another party with the right blend of engagement and stimulation, delivered with a dose of emotional intelligence.

Conclusion

The Human Sales Factor is your ability to connect human-to-human. But remember, we are not creatures of logic; we're creatures of emotion. Once you deal with your own emotions, only then can you deal with the emotions of other people. And sometimes, the rational argument doesn't always win. Appealing to and understanding people's emotions is not a one-size-fits-most. Furthermore, sometimes those motivations to do something might not align precisely with what you want. That's why you need to see the world through your prospect's eyes, and before you know it, they're dancing to your tunes.



Over the past two decades, Lance Tyson has followed his passion for developing strong business leaders and their salespeople by tapping into his natural ability to connect with people and foster an environment for learning and coaching. As owner, President, and CEO of Tyson Group, Lance facilitates, trains, and conducts over one hundred workshops annually in areas such as performance management, leadership, sales, sales management, customer service, and team building.

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