

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

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

Improving others' lives and in turn improving the world

Make it personal  
Make it purposeful

Serve

Hear offers  
Say Yes and

Improvise

Make your partner look good

Offer something so compelling it begins conversation, brings others in as participants & arrives at outcome that appeal to both

One word pitch  
Question pitch  
Rhyming pitch  
Subject line pitch  
Twitter pitch  
Pixar pitch

Pitch

To Sell is Human

Ability to bring one's actions & outlook into harmony w/ others & w/ context you're in

Attunement

Power  
Empathy  
Chameleons

How to stay afloat amid ocean of rejection

Buoyancy

Before move others  
During moving others  
After moving others

Capacity to help others see their situations in fresh & revealing ways & to identify problems they didn't realize they had

Clarity

Curate information  
Ask questions  
Less frame  
Experience frame  
Label frame  
Blemished frame  
Potential frame  
Find off ramp  
Compared to what?