

Do we have an effective NRM message?

Mariyon Slany, Perth Region NRM Chair

“

The ability to move others to exchange what they have for what we have is crucial to our survival and happiness. It has helped our species evolve, lifted our living standards, and enhanced our daily lives. The capacity to sell isn't some unnatural adaptation to the merciless world of commerce. It is part of who we are.

”

'To sell is human. The surprising truth about moving others.'

- Daniel H. Pink, 2012.

1 in 9 people work in sales (USA)

- Selling in a broader sense –

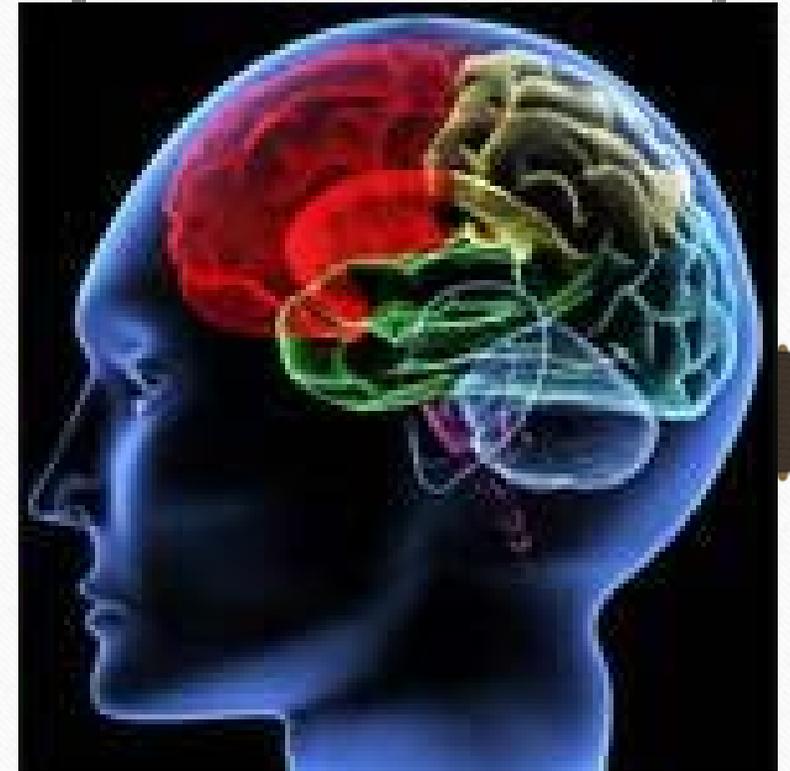
its about persuading, influencing and convincing others.

- Physicians sell patients a remedy. Lawyers sell juries on a verdict. Teachers sell students on value of paying attention in class. Entrepreneurs woo funders, coaches cajole players, writers sweet talk producers. These activities are not officially caught up in statistics in ‘sales’.

“Once upon a time, only certain people were in sales. Every day, these folks sold stuff, the rest of us did stuff, and everyone was happy. One day, the world began to change. More of us started working for ourselves – and because we were entrepreneurs, suddenly we became salespeople, too. At the same time, large operations discovered that segmenting job functions didn’t work very well during volatile business conditions – and because of that, they began demanding elastic skills that stretched across boundaries and included a sales component. Meanwhile, the economy itself transformed so that in a blink of a decade, millions of additional people began working in education and health care – two sectors whose central purpose is moving others. Until finally, in ways we’ve scarcely realised, most of us ended up in sales. “

Daniel Pink organised a Qualtrics Survey of 10 000 people worldwide around **“What do you do at work?”**

(even though it was not statistically sound sample for worldwide i.e. 3000 responses from different countries, but based on 7000 responses from USA which was statistically sound sample)



Previous two weeks of work

- Majority of time reading and responding to emails. Then face to face conversations then meetings.

Processing information

- Serving clients and customers
- Teaching, coaching and instructing others
- Pitching ideas (smaller component but very important to success of jobs)

**What percentage of your work involves
convincing or persuading people to give up
something they value for something you
have?**

41% of people said 'yes'.

Daniel Pink Qualtrics Survey of 10 000 people worldwide (not statistically sound sample for worldwide). But based on 7000 responses from USA which is statistically sound.



6 new pitches instead of the old fashioned elevator pitch

- **One word pitch** (simple – Google search)
- **Question pitch** (inner drivers – encourage individuals to take conversation further and process it as it relates to them)
- **Rhyming pitch** – (woes unite foes, life is mostly strife)
- **Twitter pitch** (140 characters - engaging recipients and encouraging them to take conversation further)
- **Subject line pitch** – (people open emails due to ‘curiosity’ or functionality – how does it relate to my job?)
- **Pixar Pitch** – (the same narrative DNA – it works ‘Nemo’. Supplement and the story appeals)

Pixar Pitch Structure:

“Once upon a time...

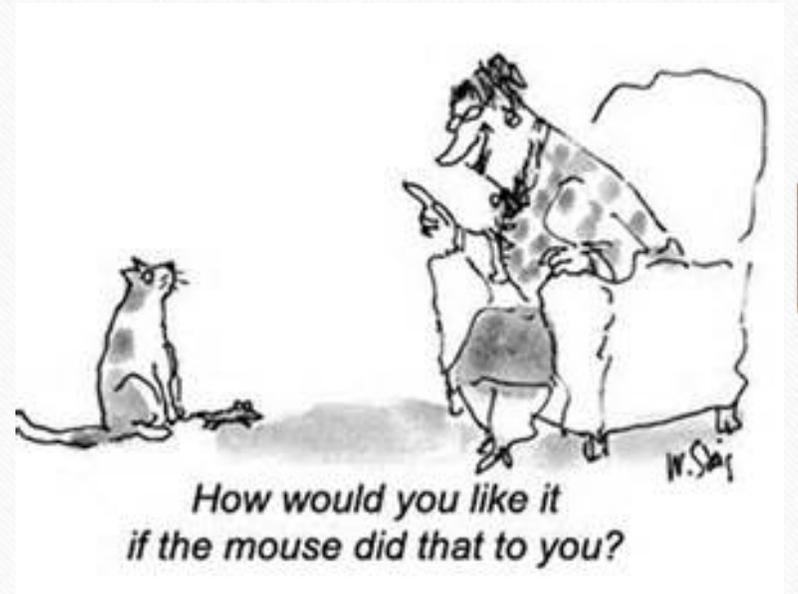
Every day.....

One day

Because of that...

Because of that....

Until finally.... “



“ Once upon a time, there was a health crisis haunting many parts of Africa. Every day, thousands of people would die of AIDS and HIV-related illness, often because they didn't know they carried the virus. One day, we developed an inexpensive home HIV kit that allowed people to test themselves with a simple saliva swab. Because of that, more people got tested. Because of that, those with infection sought treatment and took measures to avoid infecting others. Until finally, this menacing disease slowed its spread and more people lived longer lives. ”

EXAMPLE: Non profit organisation that's created a home HIV test and looking for funders

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Once upon a time, there was a widowed fish named Marlin who was extremely protective of his only son, Nemo. Every day, Marlin warned Nemo of the ocean's dangers and implored him not to swim far away. One day, in an act of defiance, Nemo ignores his father's warning and swims into the open water.

”

Because of that, he is captured by a diver and ends up as a pet in the fish tank of a dentist in Sydney.

Until finally, Marlin and Nemo find each other, reunite, and learn that love depends on trust

Pixar pitch:

“Once upon a time it was a difficult and time consuming to get from Beeston to Arborville. Every day, people tried to cross the old bridge, but it took them a long time and some didn’t even bother because of the delays and safety concerns. One day citizens came together to finance and build a new, modern bridge. Because of that, people in Beeston wasted less time and their families felt safer. Because of that, more were able to work and shop in Arborville, which helped that economy flourish. Until finally, the new bridge became such a fixture in our lives that we wondered why we had waited so long to build it.”



Twitter pitch:

See what tomorrow's Beeston and Arborville can look like and why we need to create that future.

Subject line pitch:

3 reasons why Beeston families support a new bridge.

Rhyming pitch:

Opportunities are wide on the other side.

Question pitch:

Should it be such a pain to get to Arborville?

One word pitch: *Connect*