

## ARTICLE REPRINT

### **Is It Time For Right-Brain Selling?**

Are right-brain sales types wired for success in the 21<sup>st</sup> century? Has the time passed for the logical, linear, by-the-numbers attributes of the left-brain? The answer, I think, depends on exactly to whom your sales professionals are selling.

Just when many of us want our sales teams to acquire business acumen and learn to engage with CEOs, CFOs and business unit leaders, Daniel Pink, author of *A Whole New Mind*, tells us that we are entering the 21<sup>st</sup> Century “conceptual age.”

#### **A New Era**

In this new era, right-brain skills like illuminative thinking and storytelling may become more crucial success attributes than computer programming, accounting and general analytical reasoning.

Mr. Pink suggests that we humans will exhibit a different form of thinking and will develop a new approach to life in this new age. Empathy and creativity will be crucial in the conceptual age.

Should we, then, begin exercising the right-brain hemisphere muscles of our sales professionals? Is it time to cultivate creativity, empathy, artistry and emotional storytelling?

#### **Executive Preferences**

Several of the senior executives I’ve talked with about this expressed the preference for interacting with creative, enthusiastic sales professionals who understand the executive’s business and deliver solutions that directly impact what the executive wants to accomplish, fix or avoid. Most important to these senior executives is quantifying the impact any solution will have on the company’s bottom line.

It seems that sales professionals can indeed do better at big picture thinking and connecting the dots when helping customers develop solutions to challenges. Senior executives appreciate creativity and empathy, but not at the exclusion of left-brain logic, statistics and analytics.

I'm convinced that as this century marches on, selling, as we've practiced it for decades, may need to undergo a radical transformation to meet the needs of a changing human brain. I'm not yet convinced, however, that it is the right-brain that will lead the way.

Daniel Pink's book is an interesting read, and I think his reasoning – or hope – may fly in the face of left-brain reality.

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