



Sprout!: Everything I Need to Know about Sales I Learned from My Garden

Alan Vengel, Greg Wright

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Sales has always been a high burnout profession. These days, with the intense focus on quarterly earnings reports, there is more pressure on sales professionals than ever before. The relentless push for immediate results can leave salespeople exhausted, frustrated, and wondering why they ever got themselves into this business. And it can leave sales organizations with a serious turnover problem.

SPROUT! was written by two long-time sales veterans to help their fellow professionals rediscover enthusiasm for their chosen profession and to help sales organizations retain top talent. Vengel and Wright use a page-turning story to outline a new strategy for sales, one that will make salespeople better able to cope with the inevitable ups and downs and take a more effective, long-term approach.

As the book begins, Marsha Molloy has had it. Once a top pharmaceutical sales representative so crackerjack her nickname was Marsha Money, she's been laid low by a tough economy and just plain exhaustion. The once-hungry top producer has seemingly lost her touch and grown indifferent to a sales culture that appears to value faxes, emails, and cell phone chats instead of the relationship building that had been her forte. An avid gardener on a visit to her local nursery, Marsha runs into Bob Rawlings, the store's new owner and an ex-sales professional himself. They begin to chat, and Marsha mentions her career frustrations. Bob replies that he'd had the same problem, but found that the more he began treating his business like his garden, the better his business grew - and a happier, more relaxed salesman appeared. Marsha is intrigued but puzzled - how could sales be like gardening? Bob takes Marsha under his wing and, with the assistance of several other salespeople he's mentored, teaches her the secrets of his sales garden.

By using the authors' sales garden metaphor to change their whole way of thinking about sales, and by adhering to the easy, practical steps outlined in SPROUT! salespeople can beat the career blues, increase their sales, and sustain themselves for the long term.

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