

What has Dr. Shook Been Reading  
Sprout, Everything I Need to Know About Sales I learned From My  
Garden,  
By Alan Vengel and Greg Wright

Sprout, is a story about a damsel in distress and a hero who shows the damsel a path to happily ever after.

Our hero, Bob Rawlings, is a master gardener and retired sales superstar. Marsha Molly, our damsel in distress, is also a gardening enthusiast and salesperson tormented by professional burnout and stagnant sales. Under the tutelage of Rawlings, Molly learns to think of her sales career in the same way she thinks of her garden.

Some of Molly's lessons include "The successful sales career, just like the successful garden, needs a plan." "Love the sales process, each sales step is just another seed that needs to be nurtured and followed up on over time". "Get to know your customer on a deeper level, be observant and pay attention every customer, like every plant, will need a different approach and way of nurturing." "When harvesting, pick the produce when it is ready and ripe or you will be disappointed, do not force the closure of a deal."

Having built a "Sales Garden" Molly's sales career is rejuvenated and she lives happily ever after.

This is a simple story and a fast read. At first I was a little turned off by the simplicity of this small unassuming book but before I knew it I was drawn into the tale. I thought to myself as I dropped off to sleep what a sweet and delightful book.

Much to my surprise, I woke the next morning filled with enthusiasm for my own business. I went to work early, dusted, vacuumed, completed paperwork, sketched out a plan for future changes.

If you are in any kind of sales (or business or service for that matter), do yourself a favor and pick up a copy of Sprout, Everything I Need to Know about Sales I Learned From My Garden.

It's a cool little book

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