

Sprout!



**Everything I Need
to Know about
Sales
I Learned from
My Garden**



**4 Steps
to Sales Success**

Alan Vengel & Greg Wright

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Written by two experienced salesmen who have built successful careers while keeping both fun and profitability front and center, "Sprout combines practical wisdom with a clever gardening analogy to provide an easy-to-implement model for success. Working with thousands of successful salespeople in all different stages of their careers, the authors are well-suited to address the symptoms of and solutions to premature job burnout. By following the book's simple garden metaphor, and adhering to the user-friendly steps outlined, salespeople can beat the career blues and sustain themselves for the long term, regaining their passion for sales in the process. "Sprout 's formula also enables organizations to better retain precious talent, thus creating a healthy sales framework--and healthy sales professionals--throughout the inevitable ups and downs of a long-term selling career.

作者介绍:

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