

Planting Seeds

Where are you at with your garden? I'm talking about the garden of life as a sales person. Everyday we as salespeople are planting seeds for new opportunities and successes. We plant them with new and existing prospects, as well as within our personal lives. Our seeds are sewn throughout our lives positively or negatively based on how we manage, nurture, and harvest them.

Let's take a look at the sales process and how it relates to farming and planting seeds. Do you think a farmer wakes up some morning and starts harvesting his crops? No, the farmer starts with turning and tilling his field, fertilizing it and planting seeds, staging his fields so that he has crops are coming up at different times or even different types of products growing. He then prays for rain and sun to help it grow. He continues to monitor his fields for the health of his crop and supplements what he can to ensure a healthy crop. Now when harvest time comes, he will price his products based on market conditions and how healthy his crop has turned for him.

In sales we are doing exactly the same thing, only with customers as our crops. We plant seeds of product and company knowledge, confidence and reassurance that we are the right person for the job, and continue to follow through on customer needs and concerns to make sure they are committed to buying our products. As we watch our crops grow and we start to see successful sales, some of our crops will harvest sooner than others based on the seeds we planted and how well they were managed. The better job we do managing these planted seeds, the more customers we harvest! The smart thing to do is plant the right seeds.

Successful sales people are continuing to plant seeds for new opportunities. New prospects, increased sales within their current customer base, and re-igniting former customers interest levels in using their company's products and services.

In "The Strangest Secret" by Earl Nightingale, Mr. Nightingale talks about planting seeds and compares it to the human mind when he talks about a farmer planting two seeds, one corn, one nightshade a deadly poison. He talks about how if you water and nurture them they will both grow in abundance. The human mind will do the same with the seeds we plant in it. Plant negative or positive thoughts, you get out of it what you put in it.

As you go through the selling process and cover the landscape of your territory and customer base, you have a decision to make. What seeds need planted, which ones may be ready to harvest, and which seeds may be dried up and need a new approach. Continued success and Great Selling!

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