

### **Manny's Bookshelf**

In the March issue of Floral Management, Growth columnist Manny Gonzales, of Tiger Lily Florist in Charleston, South Carolina, suggested starting a book club among your sales team. Some of his recommendations are below:

- **“How to Win Friends and Influence People”** (Dale Carnegie): “It’s 100 years old. The examples are laughably outdated, but the concepts are still 100 percent on point. It’s a real example of the timelessness of the sales process.”
- **“People Buy You!”** (Jeb Blount): “Both books condemn the cheesy, slick, quick-talking salesperson nobody wants to be. Instead they preach the fundamentals of being honest, knowledgeable and genuine.”