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SALES AND MARKETING PROFESSIONAL OF THE YEAR

WINNER SARAH SHYNN, MAJESTIC TREES

Why nominate Sarah Shynn, asks her employer Majestic Trees, before launching into a lengthy discourse on exactly why she deserves to be Sales and Marketing Professional of the Year 2010.

“Sarah belies every stereotype of the high-performing sales professional. You will never hear her speak of ‘selling up’ or ‘chasing leads’. You will never see her thrusting business cards or working a room. She is edgy in the company of strangers and has requested not to have the label ‘sales’ tacked onto her project design manager job title.”

Yet last year Sarah brought in £902,579 worth of sales, secured a total of 431 deals and notched up an average order value of £2,133. All this was achieved while spending almost a third of her working time on the road, visiting customers and doing what she does really well – intuitively homing in on their needs with an unassuming but winning personal touch.

A third-generation horticulturist with professional qualifications, it’s not Sarah’s love of sales but plants that is her success, insists Majestic. And plant knowledge is part of the special mix she brought to the St Albans’ business six years ago. That mix blends practical horticultural experience and business



acumen with the arty eye of a trained garden designer.

The result is a professional style all of her own. Meter stick and digital camera in hand, Sarah’s creative passion overcomes her reserve on site visits, where she quickly and instinctively understands customers’ needs, snapping away with camera and sketching designs.

Back at the nursery she and the client look at each tree to finetune the overall design. The results win praise – “Perfect service as usual” was the response from one customer, and from another: “Absolutely delighted with the professionalism, courtesy and ease of all my dealings with Sarah.”



Finalists

Maryanne Stokes, Vital Earth
Prem Mann, Practicality Brown

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