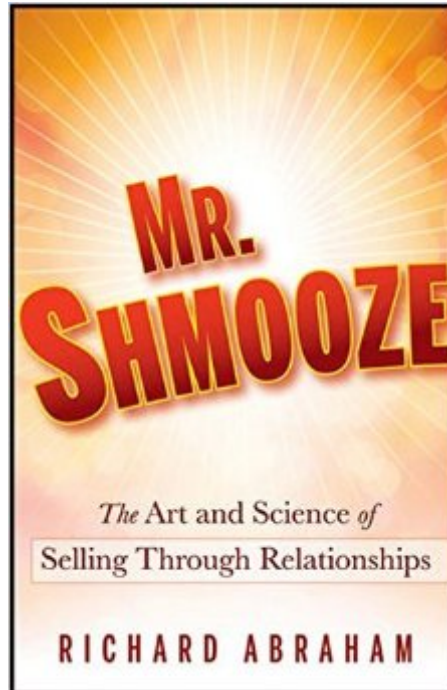


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Mr. Shmooze: The Art And Science Of Selling Through Relationships



Synopsis

Reorient your selling approach Mr. Shmooze is the parable of a man who reveals the secret shared by all superstar salespeople. Selling, in its most exquisite form, is not about taking, nor is it about persuading. Selling, believe it or not, is about giving. Mr. Shmooze gives for a living. He starts by listening and he quickly comes to understand what people really need. His customers love him because he gives more than he takes. They trust him because he is passionate about their interests. And, at the end of the day, they reward him handsomely for bringing joy, humor and wisdom into their lives. Woven into the story are several powerful lessons for salespeople in all industries who attempt to build relationships as the emotional bridge to their clients.

- Bring extraordinary passion and energy to personal communications
- Generate contagious, positive feelings, lifting spirits because people buy with their emotions
- Make the small, positive gestures that can lead to huge, long-term results

Abraham has had a diverse business career that has established him as a well-known expert on what makes high-performing salespeople Mr. Shmooze gives you the new approach you need to sell like you've never sold before!

Book Information

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Customer Reviews

Richard Abraham has written a parable on "selling through relationships" that will be treasured by anyone in sales fortunate enough to come across this book. An easy and compelling read, the reader gets to learn from the book's hero right alongside Robert, the young protégé, actually a

college student doing a Summer internship. While a composite of several selling stars, the main character was inspired by the author's good friend, an extremely successful Atlanta businessman, Brett Hunsaker. The protagonist, "Mr. Shmooze", a business and marketing consultant, has built a huge business by giving of himself to others, always desiring to add value to the lives of those he touches. (Quick point here: Because the term "shmooze" often has a negative connotation, another name for Mr. Shmooze may have better served this extraordinary work. He's actually not a "schmoozer", he's a caring, giving person who is always concerned with the other person and how he can add positively to the other person's life.) He focuses on making others feel good about themselves, which is one of the key lessons any young salesperson should learn heading into the profession of sales. He continually introduces people to one another, always helping others. He's passionate about what he does and he has a lot of fun doing it, as does everyone around him. Fortunately for the reader, as well as for Robert, he also happens to enjoy teaching others how to do the same. This, by the way, is typical of superstars in all aspects of life; they enjoy mentoring others and encouraging others to reach their potential. Throughout this book, you'll learn many principles involved in good salesmanship and service to others. I won't take up the space to list them all here.

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