

Mr. Shmooze: The Art and Science of Selling Through Relationships

By Richard Abraham

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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!

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Editorial Review

Review
"Mr. Shmooze is an inspiration!" -- *Stephan Perrault, Principal, Wellspring Creative Communications*

"Of all the advisors brought to our marketing and sales efforts, these folks have by far the biggest impact!" -- *Kevin Cushing, President, Progressive Partners*

"This is a first-rate educational book for everyone in business--from those just beginning to seasoned professionals." -- *Beth Treacy, President, Treacy Marketing Group*

From the Inside Flap
Do you know *Mr. Shmooze*? You might. You know that person who can light up a room? Who makes business fun while making it look easy? You know that person who always thinks of that extra little something—a shared hobby, a mutual friend, passion for a cause—because he or she genuinely loves bringing people together?

Believe it or not, that person, that "Mr. Shmooze," has mastered the secret of selling: selling is giving. The greatest salespeople actually give for a living. Now how does that work?

If you want to find out, spend some time with *Mr. Shmooze* in this entertaining, lighthearted, and inspiring fable. Join Mr. Shmooze and his summer intern Robert on a journey into the hearts and minds of the people they touch in so many engaging and powerful ways. Read and learn how to build lifelong relationships by focusing on real connections with real people. If this sounds like a natural and thoroughly enjoyable approachto selling, that's because it is!

"Selling is the art and science of a great subject: the subject of life," says Mr. Shmooze. *Mr. Shmooze* gives you a look at how business and life—and success in both—are natural allies, not separate compartments. You'll see how sales skills matter not just in making deals but also in adding value to people's lives, whether through worthy causes or simple, day-to-day interactions. In one sales setting after another, Mr. Shmooze demonstrates how you can bring more passion, commitment, leadership, optimism, and energy to your life and work.

Do you believe in win-win relationships? In "doing well by doing good"? If so, Mr. Shmooze gives you a one-of-a-kind toolbox to build fellowship and goodwill into your selling strategy. Who is Mr. Shmooze? Find out . . . and unlock your own irresistible force for success not just in sales, but in life itself!

From the Back Cover
Praise for *Mr. Shmooze*

"The chapter on 'elevation' alone is worth ten times (actually, many, many times) the price of this book and if a sales professional learned this lesson alone and no more, they would see their production rise significantly."
—**Bob Burg**, author of *Endless Referrals* and *Winning without Intimidation*

"Of all the advisors I've brought to our marketing and sales efforts, these folks have by far the biggest

impact. Their character, *Mr. Shmooze*, is my hero! He lives passionately and brings joy to everyone he meets. What a perfect prescription for happiness and success."
—**Kevin Cushing**, President, Progressive Partners

"*Mr. Shmooze* is an inspiration! It's fun to read and sheds wonderful new light on the art and science of relationship building. This is a first-rate educational book for everyone in business, from those just beginning to seasoned professionals."
—**Beth Treacy**, President, Treacy Marketing Group

"Like many successful marketing mavens, I'm skeptical of thin 'guru' books. I read *Mr. Shmooze* to get a little reinforcement for stuff I figured I already knew. Wow! I had practiced many of the techniques contained in this book, but I had never 'elevated' every aspect of my game like Shmooze! I bought copies for everyone on my team so that together we can shmooze our way to the very top . . . and have more fun than ever in the process!"
—**David A. Stedman**, President and CEO, The Alliance

Users Review

From reader reviews:

James Ray:

The book Mr. Shmooze: The Art and Science of Selling Through Relationships can give more knowledge and also the precise product information about everything you want. Why then must we leave the good thing like a book Mr. Shmooze: The Art and Science of Selling Through Relationships? A few of you have a different opinion about publication. But one aim in which book can give many data for us. It is absolutely suitable. Right now, try to closer along with your book. Knowledge or info that you take for that, you may give for each other; you may share all of these. Book Mr. Shmooze: The Art and Science of Selling Through Relationships has simple shape nevertheless, you know: it has great and big function for you. You can appearance the enormous world by available and read a publication. So it is very wonderful.

Rachel Chaney:

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