



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

By Richard Abraham

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**Mr. Shmooze: The Art and Science of Selling Through Relationships** By Richard Abraham

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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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.

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**Bibliography**

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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 approach to 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:**

#### **Shannon Batiste:**

Book will be written, printed, or highlighted for everything. You can realize everything you want by a guide. Book has a different type. To be sure that book is important matter to bring us around the world. Adjacent to that you can your reading expertise was fluently. A book *Mr. Shmooze: The Art and Science of Selling Through Relationships* will make you to end up being smarter. You can feel much more confidence if you can know about every thing. But some of you think which open or reading some sort of book make you bored. It is not necessarily make you fun. Why they can be thought like that? Have you searching for best book or acceptable book with you?

#### **Peter Clark:**

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#### **Lavonne Ouellette:**

Here thing why this *Mr. Shmooze: The Art and Science of Selling Through Relationships* are different and trusted to be yours. First of all looking at a book is good but it depends in the content than it which is the content is as yummy as food or not. *Mr. Shmooze: The Art and Science of Selling Through Relationships* giving you information deeper since different ways, you can find any guide out there but there is no guide that similar with *Mr. Shmooze: The Art and Science of Selling Through Relationships*. It gives you thrill

studying journey, its open up your own personal eyes about the thing that will happened in the world which is perhaps can be happened around you. It is easy to bring everywhere like in park your car, café, or even in your technique home by train. When you are having difficulties in bringing the imprinted book maybe the form of Mr. Shmooze: The Art and Science of Selling Through Relationships in e-book can be your option.

**Helen Richards:**

A lot of people always spent their very own free time to vacation as well as go to the outside with them friends and family or their friend. Do you realize? Many a lot of people spent these people free time just watching TV, or maybe playing video games all day long. If you want to try to find a new activity that is look different you can read a new book. It is really fun for you personally. If you enjoy the book you read you can spent all day long to reading a reserve. The book Mr. Shmooze: The Art and Science of Selling Through Relationships it is rather good to read. There are a lot of individuals who recommended this book. They were enjoying reading this book. If you did not have enough space to create this book you can buy the e-book. You can m0ore easily to read this book from the smart phone. The price is not too expensive but this book features high quality.

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