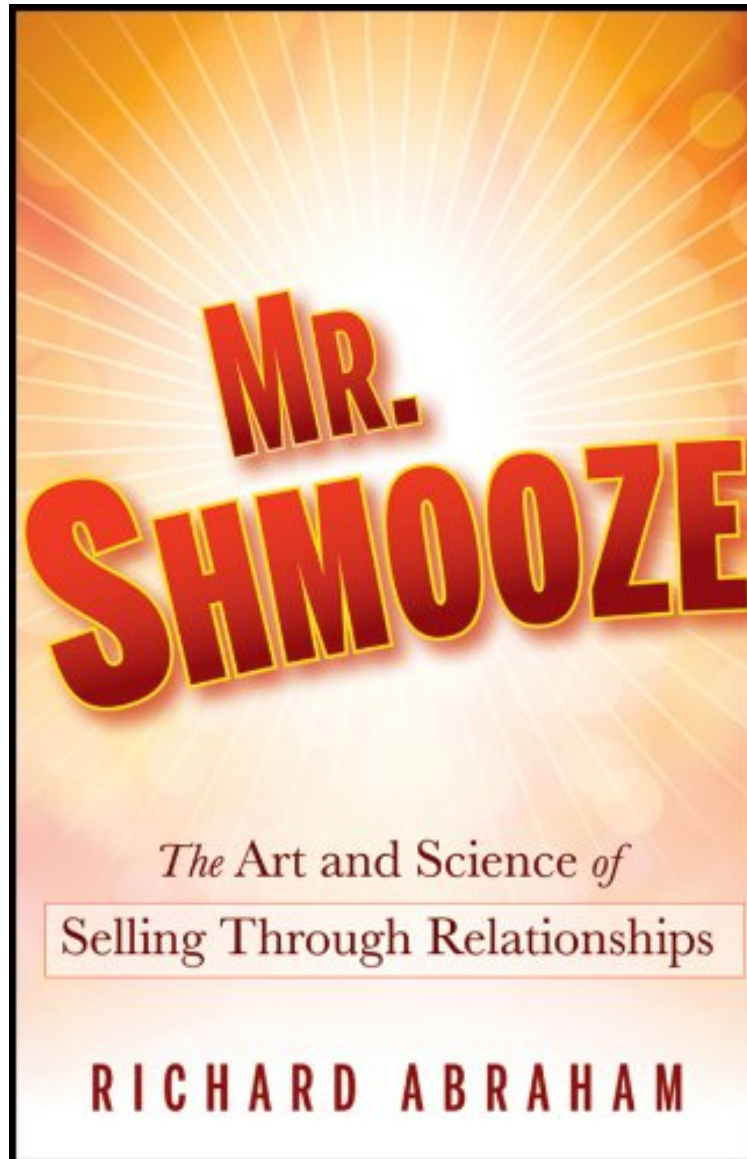


Mr. Shmooze: The Art and Science of Selling Through Relationships

Richard Abraham

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I fully enjoyed this book. Lots of great ideas for me to integrate into my life and business. Every one can benefit, even if not in a sales role.
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A quick read as a story of Mr Schmooze and how he works with businesses to improve sales. Mr Shmooze mentors AKA "kid" as he travels with him and experiences How Mr Schmooze helps others prosper through relationships and correct business decisions. One chapter describes having realistic expectations of your sales numbers if you are that entrepreneur in charge of a sales team. Mr Shmooze is a good read with some new ideas about service at a higher level. It also cover some basic ideas that most entrepreneurs may know but might want to teach or use the refreshing ideas for their sales team to apply.

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 yours;ve never sold before!