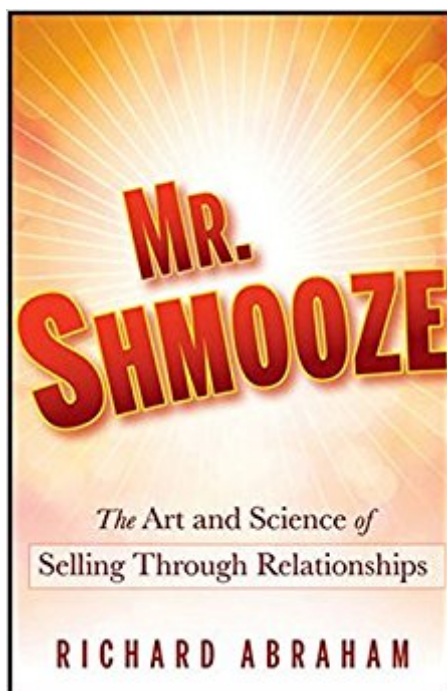


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# Mr. Shmooze: The Art And Science Of Selling Through Relationships



## 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

"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

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!

We all know a Mr Shmooze, he's that guy! A great read for any salesmen. It's a narrative of a summer intern who gets to watch the master Mr. Shmooze at work. Throughout the summer Mr. S teaches him everything you need to know.

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.

A quick read as a story of Mr Shmooze and how he works with businesses to improve sales. Mr

Shmooze mentors AKA "kid" as he travels with him and experiences How Mr Shmooze 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.

Great perspective of viewing salesmanship.

A great book for sales pros and entrepreneurs.

I absolutely LOVE this book. It is short and sweet and takes you through the art of relationship building and the heart of giving as a leader from soup to nuts. The only thing that makes me cringe is the title since Smooze has a negative connotation for me -I truly HATE the title. But after reading other reviews, I looked passed it and I am so glad I did.

Great book I bought as a gift for my boss, its a quick read. It gives great ideas on how to have business relationships go to the next level by really listening and getting to know your client/referral partner or spouse for that matter.

A bit over the top... But great concepts for all people in sales and marketing. In fact, I would make this a must read for those professions. I loved this book and I have been in sales my whole life...33 years in my current job. I am passionate about what I do. I always strive to improve. This book is a tool to help the improvement process.

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