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

RICHARD ABRAHAM

DOWNLOAD EBOOK
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 âœtaking,â• nor is it about âœpersuading.â• Selling, believe it or not, is about âœgiving.â• 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. â¢Â Â¢ Bring extraordinary passion and energy to personal communications â¢Â Â¢ Generate contagious, positive feelings, lifting spirits because people buy with their emotions â¢Â Â¢ Make the small, positive gestures that can lead to huge, long-term results â¢Â Â¢ 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 youâ™ve never sold before!

Book Information

Hardcover: 112 pages
Publisher: Wiley; 1 edition (October 5, 2010)
Language: English
ISBN-10: 0470874368
Product Dimensions: 5.8 x 0.5 x 8.8 inches
Shipping Weight: 4 ounces (View shipping rates and policies)
Average Customer Review: 4.4 out of 5 stars Â· See all reviews (51 customer reviews)
Best Sellers Rank: #300,350 in Books (See Top 100 in Books)  #214 in Â· Books > Medical Books > Medicine > Internal Medicine > Oncology  #308 in Â· Books > Business & Money > Marketing & Sales > Customer Service  #844 in Â· Books > Business & Money > Marketing & Sales > Sales & Selling

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.

Download to continue reading...

Mr. Shmooze: The Art and Science of Selling Through Relationships Selling on eBay: 7 Steps to Selling $5,000 Per Month on eBay in Less Than 25 Hours a Week (selling on ebay, how to sell on ebay, ebay selling, ebay business, ebay, ebay marketing,) FBA Secrets: The 25 Best FBA Secrets Revealed: Best Selling Secrets Revealed: The FBA Selling Guide ( fba, selling on ... sell on , fulfillment by , fba) Selling on eBay: How I Made $2,000 A Month With No Inventory: Learn How to Get Money Fast and Earn an Extra $24,000 a Year Selling on eBay and Spend No Money Upfront on Inventory eBay 2014: Why You’re Not Selling Anything on eBay, and What You Can Do About It (EBay Selling Made Easy) Ebay Selling Mastery: How to make $5,000 per month Selling Stuff on Ebay How To: Make Money Selling Ties On eBay: How To Make Money on eBay Selling Neck Ties Lessons Learned...: From A Corporate Guy Who Left His Job To Sell On Full Time (Selling on , FBA, Making Money Online, Work From Home, ... Home Based Business, Selling On eBay, ebay) VIDEO INCOME ACADEMY: How to Make a Living Selling Products & Services via Video... Youtube E-Commerce & Webinar Service Selling Polyamory: The Practical Dater's Guide to the Pursuit and Maintenance of Open Relationships **FREE BONUS BOOK** (Polyamory, Polyamorous, Relationship, ... Polyamory Dating, Open Relationships) The Karma Queens’ Guide to Relationships: The Truth About Karma in Relationships Human Relations: The Art and Science of