



Title: Mr. Shmooze

Author: Richard Abraham

#### Summary:

This book relates the real truth about effective sales, sales is about giving not taking or persuading. It all begins with effective listening followed by a true understanding of the other person's needs and the selfless giving that leads to true connections and relationships with others. "There is not a sales system in the world that can match the exquisite elegance, the honesty and the raw power of a great relationship".

#### Top take away points –

- You need to love life and people and have a passion for helping others. Say something exciting and positive every time you engage another person. Communicate the benefits of your product or service through numbers. Numbers are memorable and hard-hitting. Paint verbal pictures that help the other person make decisions related to pleasure or pain. People base their decisions on the amount of pleasure that can be obtained or the amount of pain that can be either removed or avoided.
- Tell your story about your product or service with passion. Focus on the benefits and not the features of your product or service. Buyers only care about how your product or service will benefit them personally. In order to get to the point where you know the benefit that they need you must first establish a personal relationship with the buyer. Then you must explain your product or service in terms of how it will personally benefit them in memorably graphic and provable terms. "I believe most successful service providers succeed because of their ability to build relationships". Every new person you meet presents an opportunity for a huge new network of relationships.
- Each and every part of relationship building and selling can be elevated to the next level. You must differentiate yourself as a human being by elevating the buyers experience as a result of your relationship. This will enable you to become the best salesperson with the best relationships because you truly know other people and their needs.
- When you arrange events your goal is to not only help the people you invite to have a great time, but to have your guests tell everyone else they had a great time. Break the event down into its components, make sure each component exceeds expectations, and be an active director making sure each guest is having a great time and making great connections.
- Always add value by giving more than you are getting in return. Add value through your relationships and focus your energy on the relationships that you need to really succeed.



*Achieving Performance Excellence*

- Your success in sales is directly related to your optimism. The good news is that you can train yourself to be optimistic. Develop the habit of winning through mentoring, coaching, and support. Emotions are contagious so surround yourself with winners. “The happier I can make myself, the happier I can make other people. The happier I can make other people, the more I get paid”.

Review:

**What’s good-**

This little 74 page book is a power packed story of a fictitious super sales person, Mr. Shmooze. Mr. Shmooze is a composite of over-the-top sales people. The message is powerful and effective. Success in sales is truly about becoming the best you that you can be while developing meaningful relationships helping others to get what they want and need. Enjoy!

**What’s might not be so good-**

Mr. Shmooze is over-the-top in his ability to develop relationships and help people connect. You and I may not be able to accomplish what Mr. Shmooze does on such a grand scale, but each and every one of us is capable of truly being there for someone else and selflessly helping others. Focus on the results and feelings more than the extravagance and you will be on your way to developing the relationships that will lead to your success in sales.