

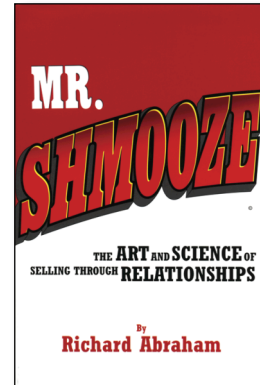
# MR. SHMOOZE

THE ART AND SCIENCE OF  
SELLING THROUGH RELATIONSHIPS

THE RICHARD ABRAHAM COMPANY • 700 Commerce Drive • Oak Brook, Illinois 60532

## For Immediate Release

For a review copy of the book or an interview with the author, please contact Dottie DeHart, Rocks-DeHart Public Relations, at (828) 459-9637 or DSDeHart@aol.com



## Ten New Year's Shmooze-olutions for Business Leaders

*Want a more prosperous 2006? Focus on building strong, emotion-based relationships. Richard Abraham, author of Mr. Shmooze, gives you ten ideas for improving your shmoozability in the upcoming year.*

**Oak Brook, IL**—A new year is upon us. Time to think about your most important business relationships and to set some goals for 2006. In fact, according to sales consultant Richard Abraham, you should make this year the year of the “relationship.”

“Strong relationships are the backbone of a strong business,” says Abraham, the author of *Mr. Shmooze: The Art and Science of Selling Through Relationships* (The Richard Abraham Company, 2002, ISBN: 0-9741996-0-5, \$19.95). “All transactions are ultimately driven by emotion. Shmoozing is all about contact, passion, and giving. The better you shmooze, the more you sell. The more you sell, the more prosperous you become. It’s brilliantly simple.”

Abraham’s book conveys his lucrative philosophy in the form of a story told from the point of view of an intern working with “Mr. Shmooze.” This larger-than-life character—a real-life composite of the greatest salespeople the author has encountered in his own career—amazes the narrator as he sails through his unconventional business meetings spreading laughter, humor, and even joy.

Although his book is aimed at salespeople, Abraham is quick to point out that anyone who communicates with prospects or current clients should perfect the art of shmoozing. Here are his top ten New Year’s “Shmooze-olutions” for the upcoming year:

## In 2006 I resolve to . . .

- **Find out what my clients' passions are—away from work—and feed those passions in any way I can.** Let's say you notice a framed photo of an unusual looking dog on your client's desk. A bit of probing reveals that it's his Russian Wolfhound, Anastasia, a pet upon whom he dotes. Keep that tidbit in mind and look for ways to use it as shmoozing fodder: send him a book on exotic dog breeds, a website link to a Wolfhound rescue agency, a \$25 off coupon from a pet portrait photography studio.
- **Touch all of my key customers no less than once a month—preferably more.** There is *always* a reason to get in touch. If you can't think of a legitimate "business" reason to visit, call, or email, then come up with a fun or personal one. In March, send her a St. Patrick's Day e-card. In June, stop by her office to drop off a nicely wrapped gift for her son who just graduated high school. (You have all the pertinent info on VIP customers' family members in your file, right?) In September, call to invite her to your company's informal Labor Day bash.
- **Surprise and delight my clients in ways that lift their spirits.** "One key to client delight is practicing the art of elevation," says Abraham. "With every interaction, go beyond the expected. Kick it up a notch. Don't just send your client a birthday card. Instead, show up at her office with an ice cream cake and enough paper plates to share with her coworkers. Take pictures of everyone laughing and enjoying their cake-break. The next day, get them developed and send them to her office—the photos will be a long-term reminder of you and your company."
- **Thank my clients, personally, for the positive impact they are having on me and my family.** Don't allow feelings of self-consciousness or embarrassment to derail you. A sincere, heartfelt thank you is always appreciated.
- **Ask each and every client, "What else can I be doing to be of further/better service to you?"** Don't assume you're already doing everything right. "It's amazing," says Abraham. "Most clients won't voluntarily tell you when they're unhappy or when they need more from your relationship. But ask and you shall receive."
- **Be a world-class listener.** Don't make the mistake of over-talking to convince a client or prospect that you have the product or service he wants. Unless you listen, you won't know what he really needs. Besides, listening will help you uncover important clues about his family members, his interests, his passions—clues that can yield future shmoozing opportunities. And one more thing: "Sometimes people just need to vent," says Abraham. "They appreciate, and remember, when someone listens with concern and compassion. When a client opens up to you, treat it like the honor that it is."

- **Treat every customer like he/she is my only customer and my life depends on him/her. (It does!)** “Customers can tell when you are taking them for granted or going through the motions,” says Abraham. “Focus only on the customer you’re with at the moment. Don’t let your mind wander! Actually, that’s a good rule for interacting with everyone in your life—client, partner, family member, or friend.”
- **Make my presentations short on features and long on benefits.** Never forget that you are here to serve. If you do sales presentations, always come back to how your product or service can improve the customer’s life. If you lead salespeople, instill the “benefits over features” principle in them—you can’t reiterate it too often! “You may think this is a simple truth that every salesperson knows, but you’d be amazed how many of them forget it,” reflects Abraham. “They fall into a ‘features’ mindset without even realizing it has happened.”
- **Smile more. Smiling is the universal sign of trust and goodwill, in every culture.** “Many psychologists have proven that the very act of smiling makes you feel happier,” Abraham says. “So this year, vow to smile more—make it your game face. It will become second nature and you’ll quickly realize you’re forming stronger, healthier, and yes, more lucrative, relationships.”
- **Leave customers feeling better than you found them, every time.** “We are on the planet together, right now, working, struggling, laughing, crying, every day,” Abraham writes in Mr. Shmooze’s unforgettable voice. “I love these people and I want them to know it. Every time! Everyone makes decisions about who will be their friend, who will be their partner, who they will take a call from, and, in business, who they will buy from based on two basic sensations: *pleasure* and *pain*. If they associate you with pleasure, you win!”

Average salespeople and service providers are transaction oriented, Abraham points out. The world’s best salespeople and service partners relentlessly build relationships, knowing that transactions will follow naturally across the bridge of trust and goodwill. The best news about shmoozing? There’s nothing manipulative about it.

“Shmoozing is about *giving*,” says Abraham. “In its purest form, it’s simply making people’s lives better. And here’s the key: the universe is set up in such a way that when you help others, they want to help you in return. So shmoozing, in this context, is a beautiful thing and a heck of a lot more fun than being clinical and ordinary. Try it. You’ll find that not only is it profitable, it’s rewarding on a very deep and personal level. There is no better way to live.”

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**About the Author:**

Mr. Abraham is president of The Richard Abraham Company, a company he founded in 1981. He became interested in the dynamics of the selling process through his involvement in the development and marketing of over \$1 billion of commercial real estate.

Today he continues to conduct extensive research and advises organizations that wish to better understand the art of relationship-building and the science of selling. You can e-mail the author at [rabraham@rabraham.com](mailto:rabraham@rabraham.com).

**About the Book:**

*Mr. Shmooze: The Art and Science of Selling Through Relationships* (The Richard Abraham Company, 2002, ISBN: 0-9741996-0-5, \$19.95) is available at bookstores nationwide and major online booksellers.

**For more information, visit [www.mrshmooze.com](http://www.mrshmooze.com).**