

IEEE Philadelphia Section Consultants Network (CONET)

DOUBLE YOUR BUSINESS WITHOUT MAKING COLD CALLS

Presented by Carl Utter, President of The Training Group, Inc., Malvern, PA

Date: Tuesday, March 02, 2010
Place: Sheraton University City, 36th & Chestnut Streets, Philadelphia 19104
Dinner: 6:30 PM (Networking/Social time starts 5:30 PM)
Presentation: 7:00 to 9:00 PM

Program: Effective referrals require an active network of people who understand the services you offer, who have confidence in your ability to deliver and who follow time-proven referral strategies. The program begins with two CONET consultants briefly explaining the services they offer. Then Carl Utter, the author of "Five Ways to Double Your Business Without Making Cold Calls", describes a program that teaches Five Strategic Sources of Referrals and an actual Case Study that doubled the business of a client Carl met at a CONET meeting.

Biography: **CARL UTTER** has been a sales consultant, trainer and speaker, as well as a leader in strategic planning for over twenty-five years. He has consulted with over 250 business clients from California to NY, many of which have reported doubling and tripling sales. Carl has authored several business programs, such as: "5 Ways to Double Your Business Without Making Cold Calls", "7 Ways to Outsell Your Competition on Every Deal" and "Engineering Influence, a Sales Success System". He also created a revolutionary new selling model called Engineering Influence. In 1999, Carl founded The Training Group Inc., which he owns and operates in Malvern, Pennsylvania.

The IEEE Philadelphia Section Consultants Network (CONET) is an Affinity Group of the IEEE, and whose mission is to grow our respective businesses by sharing our knowledge and our technical and business networks. Although most CONET members are independent consultants, guest speakers and topics are selected to appeal to a wide variety of technical and business professionals. You do not have to be a CONET or IEEE member to attend. CONET IS ABOUT NETWORKING. A table is available for any promotional literature or business cards you wish to display or distribute.

Reservations: Mark your calendars. To reserve, send an e-mail to: rfguy13@comcast.net, before 5 PM on Thursday, February 25. Include your evening phone number, and state whether you prefer a meat or vegetarian entree; or if you will be attending just the meeting. You will receive an e-mail confirmation. Those without reservations will not be admitted until all those with reservations have been seated. Reservations not canceled by 2 PM on Monday March 01 are responsible for the fee and will be billed accordingly. If you have questions, call Roger L. Boyell at 856-234-5800.

Payment: Pay at the sign-in table, located outside the meeting room. Please provide exact cash or a check payable to CONET. Also have your parking ticket stamped.

Fee schedule:

- Networking, full dinner and presentation: \$30.
- Presentation without dinner: \$15. Free to IEEE Student Members (member # required).
- Parking is free if stub is stamped at sign-in: enter Sheraton indoor parking garage via 36 St.

WE LOOK FORWARD TO SEEING YOU.