



Philadelphia Section IEEE Consultants Network

<http://www.phila-ieee-consultants.org>
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CONET Newsletter February, 2006

Meeting Announcement for Tuesday, March 7, 2006

Date: Tuesday, March 7, 2006
Place: Sheraton Hotel, 36th & Chestnut Streets
Dinner: 6:30 PM (Network / Social time starts 5:30 PM)
Presentation: 7:15 to 9:00 PM
Topic: *Let's Ask the Lawyers – A Legal Forum for the Technical Community*
Parking: Sheraton indoor lot parking is FREE, if you have your parking stub validated at registration. Enter Sheraton Parking from 36th Street.

Let's Ask The Lawyers

It's been said that lawyers look at problems and issues differently than many of us who work in a scientific or technical field. Many otherwise technically brilliant people are, unfortunately, ignorant of basic legal issues and legal practices which will impact them over the course of their professional and business careers. CONET would like to help alleviate this collective lack of legal expertise, by presenting a legal roundtable / forum geared to the technical business owner and / or consultant, or a technical professional who is contemplating becoming one.

Our three man legal forum team will consist of Bob Alston, Bill Stoffel, and Steve Stanton. Bob Alston specializes in business contract and litigation issues, while both Bill Stoffel and Steve Stanton specialize in patent, copyright, and general IP issues. Each will give a short overview of their background and practice, before the forum proper begins. All have spoken at previous CONET meetings, and have received rave reviews.

This is a new, experimental meeting concept for CONET. The roundtable will be interactive, and will address questions and topics chosen and submitted in advance. Everyone is invited to attend; you do not need to be a CONET or IEEE member. Networking is strongly encouraged at all CONET meetings. Please bring any promotional literature or business cards you want to display or distribute, we have a table set up for this purpose.

Please note our increase in prices for 2006: price for dinner and the meeting is now \$35.00, admission to the presentation only is now \$15.00. CONET and IEEE Student members can attend the presentation only at no charge. Please bring your COMPLETED checks made payable to CONET, and your parking stub to the registration table at the door.

To reserve your place email CONET@bilectron.com no later than **3 PM FRIDAY, March 3.** Please disregard any previous IEEE-issued notice on web registration, each person must reserve for this meeting by email through CONET, as for previous meetings.

Please include with your reservation an evening phone number, and indicate whether you will be attending dinner, or just the meeting. Also list any special vegetarian dinner requirements. Due to the large turnouts at previous meetings, **we are now requiring that ALL meeting attendees, even those who are there just for the presentation, reserve a place in advance.** If you arrive without a reservation, you will not be admitted until all those who have made reservations are seated. **This policy also applies to CONET members.**

Your presence and support insures our continuing success as a Philadelphia area Consultants Network. (Winner 2005 IEEE Phila Chapter of the Year Award)

WE LOOK FORWARD TO SEEING YOU THERE!

Salesmanship for Consultants

- An Annotated Reading List

By Stew Leister, CONET Public Relations Director

Over the years in my involvement with CONET, the topic that has best drawn our members to meetings has been that of Sales and Marketing.

Even though, we have had some excellent speakers on this subject, the focus has been on marketing and not sales. I believe the reason for this is that salesmanship is an acquired skill and it is up to the individual to develop it.

I know personally that I find the task daunting at times and I work on honing my salesmanship skills constantly.

There are literally hundreds of thousands of books on the market that promise to reveal the secrets behind acquiring salesmanship skills! The sad truth is that there are not any shortcuts nor are there any great mystical secrets behind salesmanship. It requires effort and practice just like it took for us to develop our engineering skills.

I suggest starting with the basics and moving on from there. The following book list is what I recommend for starters:

How to Win Friends & Influence People

by Dale Carnegie

This isn't really a book on salesmanship but it is an excellent handbook on learning how to deal with human nature, the very essence of salesmanship.

How I Raised Myself from Failure to Success in Selling

by Frank Bettger

This book is a great classic! Yet the principle still hold true for today and this book has been translated into every language spoken in the world. It was the first book on the subject of sales I ever read, and really changed my opinion of the profession. Frank was one of our own (a Philadelphian)! He was so successful that he retired to his estate in Bucks County in the late 1950s!

Winning Through Intimidation

by Robert J. Ringer

This is a book on selling real estate! However, I find the techniques useful in consulting especially in situations where a perspective client tries to blow me off by telling me I am "unqualified". By applying these principles in dealing with this perspective client, I ended up getting the contract! These tactics are also useful in dealing with clients who are slow in paying!

John T. Molloy's New Dress for Success

by John T. Molloy

The easiest way to convince a perspective client that you are the professional you claim to be is to look the part! This book has stood the test of time and was recently updated for today's dress codes.

New Women's Dress for Success

by John T. Molloy

The same techniques as above except this book applies to women.

How to Sell Anything to Anybody

by Joe Girard, Stanley H. Brown, Robert Casemore

Fun to read and extremely motivating! Gives practical examples to the methods and techniques described by above authors.

Marketing Your Consulting and Professional Services

by Dick Connor, Jeff Davidson

This book was on the New York Times bestseller list for many years! It basically affirms what our excellent guest speakers presented to us over the years! If you missed these meetings or you are new to CONET then this book is a must read.

All of the above titles are all available at amazon.com as well as your local library. My parents who were both salespeople gave me some of these book titles and some came from successful sales people I had the opportunity to know over the course of my career.

2006 PRINTED DIRECTORIES

By Stew Leister, CONET Public Relations Director

The 2006 Printed Directories of CONET consultants are now available. If anyone needs some directories for mailing out, e-mail Stew (s.j.leister@ieee.org) and he will bring them to the next CONET meeting, May 2.

COMING EVENTS

February 23 - IEEE Consultants Network of Northern New Jersey. Speaker: David Mills & Ed McCauley, Sandler Sales Institute. Topic: *New Client Development For The Technical Professional*. More information: <http://technologyontap.org/cgi-bin/meetings.cgi?date=2006-02-23+19%3A30:00>

March 2 - IEEE New Jersey Coast section. Speaker: James Cusick, Software Engineering Manager at Wolters Kluwer. Topic: *Creating An Enterprise Architecture on a Shoestring: A light Weight Approach to Enterprise Architecture*. More Information: <http://www.ewh.ieee.org/r1/njcoast/>

March 7 - Regular **IEEE CONET** meeting In Philadelphia (announcement above)

March 8 - Chemical Consultants Network. Topic to be determined. More information: <http://www.chemconsultants.org/nextmeet.html>

March 9 - ICCA Delaware Valley Chapter. Speaker: Steven Just, Pedagogue Solutions. Topic: *Best Practices In Developing Valid Assessments..* More information: <http://www.iccadelval.org/icca/html/meetings.htm>

May 2 - Regular **IEEE CONET** meeting in Philadelphia. Topic to be announced.

Your thoughts and comments relative to CONET activities or consulting can be voiced to other members and officers through the CONET forum:

<http://www.engineeringforum.org/forum/forumdisplay.php?s=&forumid=16>

For additional information on CONET visit our website: <http://www.phila-ieee-consultants.org>

For Philadelphia IEEE Section activities the section Almanack is now available on line at

<http://www.ieeephiladelphia.org>

Jim Walsh
CONET Secretary

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