



## Philadelphia Section IEEE Consultants Network

<http://www.phila-ieee-consultants.org>

[Conet.phila@ieee.org](mailto:Conet.phila@ieee.org)

### CONET Newsletter

April, 2008

### Joint Meeting of CONET with the Chemical Consultants Network (CCN)

Wednesday, May 14, 2008

**Date:** Wednesday, May 14, 2008  
**Place:** Cynwyd Club, Bala Cynwyd, PA  
**Dinner:** 6:30 PM (Network / Social time starts 5:30 PM)  
**Presentation:** 7:30 to 9:00 PM  
**Speaker:** Carl Utter, Founder & President of The Training Group, Inc.  
**Topic:** *Stop Selling And Start Closing*

### ***STOP SELLING AND START CLOSING***

**Abstract:** Stop Selling and Start Closing is a customer focused selling model designed to increase sales effectiveness. This program puts you in greater control of the sales process while at the same time creating a comfortable and safe experience for the buyer. It will cover: 7 Ways to Outsell Your Competition; 3 of the most overlooked techniques for getting a prospect's agreement; 5 ways to create trust instantly with anyone; Why "features and benefits" selling doesn't work and what to do about it; 4 ways prospects turn your valuable information into unpaid consulting; How the need to be liked may be hurting your sales team. This program is designed specifically to outsell your competition, giving you a serious sales advantage.

**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.

**Location:** The Cynwyd Club, 332 Trevor Lane, Bala Cynwyd, PA 19004. From I-76 drive S on City Line Ave. (US Rte. 1). Turn right on Conshohocken State Rd. (Rte. 23); stay in right lane. After second light watch for white left-turn arrows painted on street (about .14 mi/750 ft). Do not follow Rte. 23 left at turn but instead go straight ahead onto Llandrillo Rd. (passing to right of Valley Press printing). In one block bear left onto Trevor Lane at stop sign. Clubhouse and parking are on the left. Please park in lot if space is available; otherwise park on Trevor Lane. If lost, call the club at 610-667-4524, ext. 2. [MAP](#)

**Reservation:** To make or cancel a dinner reservation, e-mail [CCNReservations@aol.com](mailto:CCNReservations@aol.com) or call the ACS office at 215-382-1589 (leave message on voicemail if necessary). When reserving, let us know if you are a member of CCN, IEEE or Neither. Fee, including food and beverages (wine, beer & sodas), is \$35. Early Bird discount price is \$25 if reserved by Thursday, May 8. Late reservations and walk-ins subject to availability. No-shows will be invoiced. Please advise of any special food requirements. There is no charge for talk only; registration is suggested using contact information above

**WE LOOK FORWARD TO SEEING YOU THERE!**

For more information about CONET and CCN visit our websites:

CONET: <http://www.phila-ieee-consultants.org>

CCN: <http://www.ChemicalConsultants.org>

---

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

#### CONET Officers

Tom LoCasale	– CONET Chair	<a href="mailto:locasale@ieee.org">locasale@ieee.org</a>
Stew Leister	– Public Relations, Past CONET Chair	<a href="mailto:s.j.leister@ieee.org">s.j.leister@ieee.org</a>
Bob Johnston	– CONET Vice-Chair, Past CONET Chair	<a href="mailto:r.johnston@ieee.org">r.johnston@ieee.org</a>
Bill Jupin	– Program Chair	<a href="mailto:BillJupin@bilelectron.com">BillJupin@bilelectron.com</a>
Jim Walsh	– Secretary	<a href="mailto:drjimwalsh@ieee.org">drjimwalsh@ieee.org</a>
John Esposito	– Communications Chair – Treasurer	<a href="mailto:j.esposito@ieee.org">j.esposito@ieee.org</a>
Michael Hendry	– Webmaster	<a href="mailto:michael.hendry@verizon.net">michael.hendry@verizon.net</a>
Steve Sokalski	– Past CONET Chair	<a href="mailto:s.sokalski@ieee.org">s.sokalski@ieee.org</a>
Dave Horowitz	– Director, Special Projects	<a href="mailto:d.horowitz@ieee.org">d.horowitz@ieee.org</a>