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"Only a computer wants to do business with another computer. People respond to People."
-Harvey Mackay

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Stop Selling, Start Networking

Steven M. Krausner, a leading speaker on effective networking and business development techniques, conducted an interactive workshop "Stop Selling, Start Networking" at ACIT's breakfast meeting on March 14 at the Huntington Hilton.

ACIT President Ron Terenzi, partner at Berkman, Henoch, Peterson & Peddy, P.C., opened the program and recognized the sponsors HRH Consulting Group, KeySpan Energy, Long Island Commercial Bank and Farmingdale State University of New York. He then introduced ACIT Board Member Bob Nystrom, Director of Marketing at HRH, who, noting that the traditional ways to do business have changed, introduced the guest speaker.

Mr. Krausner began by defining some of the changes in selling techniques from the cold call and direct mail to the warm call, the referral and the personal introduction. *Networking* is the new buzzword he said.

He proceeded with the program involving the audience and elaborating on such topics as Finding Your Network Voice – telling people what you do in a simplistic way, starting with the words *I help*; Industry Classification of Your Circle of Influence; and How to Work a Room – act like a host, discount groups that all know each other and use your business card as a tool.

He then gave the attendees a chance to practice these techniques, instructing them to introduce themselves to ten new people in fifteen minutes. The room came alive with networkers. Everyone acknowledged at the end of that session that they had made at least one new "good" contact.

In closing, Mr. Krausner called networking a process that is learned, nurtured and practiced. "Continue to work on it," he said, and remember the words *veni, vidi, velcro* – I came, I saw, I kept at it.

