



Strategic Business Networking by a Savvy Lighting Designer

Everyone in the business networking world is looking for an ROI on their networking efforts. They are on a constant search for the best networking groups, the best networked people, the best networking story, the best introduction. Everyone is on a quest to find the most strategic ways to spend time and money for the highest ROI on their networking efforts.

Let me introduce you to Avi Mor. Avi is an architectural and theatrical lighting designer who is an independent contractor with [Lightswitch](#). He also happens to be my oldest son. Strategic relationship networking has always been a part of Avi's life, even before I made it a part of mine. He seemed to do it so naturally.

Avi developed his love for lighting when he was in 6th grade and honed his skills at New Trier High School in Winnetka, IL. He started reading voraciously every article, every magazine, every trade journal he could get his hands on in regard to lighting. Avi knew what he wanted to do in High School. He knew what he wanted to do with the rest of his life and he set a pathway to that goal.

When he attended the University of Kansas (Rock Chalk Jayhawk, KU!!) he began attending lighting conventions and seminars in his

field. He started networking with the manufacturers and learning everything he could. He paid to attend these conventions and seminars out of his own pocket. Summer employment each year was done at a business that was in his field. He started developing relationships with business professionals within his field and his power partners. Avi knew what strategic business networking and relationship networking was just by his own instinct.

My son set a goal for himself. He continually focused his efforts at building strategic alliances (focused networking) within and related to his industry. He is involved with architects, lighting manufacturers and interior designers just to name a few of his strategic partners. He knows his target and he is focused on his goal. I am so proud of him. He has learned and implemented the art and skill of [Boomerang Networking](#)™.

Are you focused on your strategic alliances? Do you have a goal when it comes to strategic business networking? Are you building the relationships you need to in order to succeed? Do you know how to strategically network?

To learn more about the art of Boomerang Business Development, [Boomerang Networking](#)™ and [Boomerang Sales](#) and to develop the skills of listening, asking questions and giving, contact Sharan Tash at [The Professional Networker](#) or email Sharan@SharanTash.com.

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