

# According to BNI's Newest Book, "Business Networking and Sex", Men Would Be Wise to Learn Networking Skills from Women

*Dr. Ivan Misner, who is BNI's founder and has been called the Father of Modern Networking, points out that men may learn a thing or two from women.*

**(Tampa, Fla., July XX, 2012)** – Women are at the center of a major shift in the workforce- specifically entrepreneurs. In fact, an article from Crain's New York Business reports that the New York metropolitan area now has 670,100 woman-owned firms, the greatest number in the nation, according to new research commissioned by American Express Open, the company's small business arm (1). Men should embrace these facts and learn from the skills sets that many women feature while starting a business and building relationships, says Dr. Ivan Misner, co-author of the newly released book titled "[Business Networking and Sex: \(Not What You Think\)](#)" and the founder and chairman of [BNI](#), the world's largest business networking organization.

This increased number of women entrepreneurs can be accredited to an important skill that women seem to have mastered better than men- networking. Based on "[Business Networking and Sex](#)," which includes surveys with more than 12,000 business professionals, men and women want to get business from networking and are willing to work hard to get it. However, they seem to make things difficult for themselves by only networking in the style their own gender prefers and understands.

"Your ability to communicate with the opposite sex can make or break your business success," explains Misner, who was called the "Father of Modern Networking" by CNN and is considered one of the world's leading experts on [business networking](#). "We all might know its importance, but you'd be shocked at how little men really know about how women do business."

"Most men just don't get it when it comes to doing business with women," said Misner. "There are a million things men do wrong when trying to network and make business connections with the opposite sex. For example, research shows that while boasting about your accomplishments with fellow men is accepted, nothing turns a business woman off more than an unchecked ego."

Networking serves a vital role in building a thriving business, but it also paves the way for a happy and secure life because of the benefits that accompany having a pool of gracious friends and associates open to offering referrals and a helping hand, Misner points out.

This is why it is important that business professionals understand the similarities and differences between the networking styles of men and women.

"At the end of the day, we all want the same outcome; we just have different ways of getting there," said Tom Fleming, BNI Executive Director in West Central Florida. "If men and woman could just understand some basic fundamental points, then they can most certainly be more successful when networking and referring the opposite sex."

Tom Fleming is using Dr. Misner's book *Networking and Sex* to train the area's 1800 members of BNI West Central of Florida how to network more effectively in order to gain business referrals. Over the past 12 months, BNI members in the West Central Florida Region have passed \$75,000,000 in new business to one another. This represents an incremental \$43,000 in new business revenue or commissions for each member on average annually. "Business professionals join BNI to learn how to network and get RESULTS," Fleming says. "If they get business through referrals, we have done our job and we will certainly continue to find ways to help them expand their businesses."

Fleming claims that BNI West Central Florida chapters can expect their networking statistics to increase through the implementation of Dr. Misner's book *Networking and Sex*.

#### **About Dr. Ivan Misner**

Dr. Ivan Misner is the founder and chairman of BNI, the world's largest business networking organization. Called the "Father of Modern Networking" by CNN and the "Networking Guru" by *Entrepreneur* magazine, Dr. Misner is considered one of the world's leading experts on [business networking](#) and has been a keynote speaker for major corporations and associations throughout the world. Dr. Misner is the author of 15 books including three *New York Times* bestsellers and monthly column for Entrepreneur.com. Dr. Misner earned his Ph.D. from the University of Southern California. He currently lives in Claremont, CA.

#### **About Tom Fleming and BNI:**

Tom Fleming is the Executive Director for BNI in West Central Florida and the Referral Institute. When Tom acquired the region, BNI WCF had one chapter with 13 members. The region now has over 43 chapters with 1,800 members passing \$75 million in business to each other in the past year alone. Tom is sought out as a local, national and international speaker on the subjects of marketing businesses by referral and organizational development. He is also a contributing author in two best-selling books on referral based marketing and has been recorded on many educational CD's produced from his speaking engagements. Prior to beginning his career as an entrepreneur, Tom worked for various Fortune 500 firms, earned an MBA from Babson College and a Bachelor's Degree in business from Boston University. Visit BNI West Central Florida at [www.bniwcf.com](http://www.bniwcf.com).

(1) Crainsnewyorkbusiness.com, "Starting up gets easier for women entrepreneurs,"  
March 25, 2012.

<http://www.crainsnewyork.com/article/20120325/SMALLBIZ/303259989>

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**Media Inquires:**

Karla Jo Helms

CEO

JoTo PR

[kj@jotopr.com](mailto:kj@jotopr.com)

Phone: 888-202-4614