

State Farm® Circle of Influence Speaker Series:
“Achieving Sales Success Ethically”
Tom Black, author of *The Box Car Millionaire*
“America’s Greatest Sales Trainer”



When: **Tuesday, March 27, 2012** beginning at 5:30 pm

Where: Dede II and III in the Hulman Memorial Student Union on the campus of Indiana State University, North Fifth and Cherry Street, Terre Haute, IN

The Financials: An investment of only \$40.00 which includes a delicious dinner and the program. In addition, **the first 100 community members to make reservations** will also receive Tom’s book *The Box Car Millionaire* which he will autograph upon request. Due to the generosity of State Farm®, our sponsor for the event, the dinner and program will be free of charge for ISU students and staff.

Agenda:

5:30 to 6:30 Social Hour and Book Signings with Tom Black

6:30 to 6:35 Welcoming Comments

6:35 to 7:45 Delicious Dinner Buffet

7:45 to 8:30 Presentation by Tom Black “Achieving Sales Excellence Ethically”

[Note: the recommended attire is business professional.]

Description of the Program:

Please join us to hear Tom Black live and in-person. Tom is the author of *The Box Car Millionaire* and “America’s Greatest Sales Trainer.” Tom will speak on “Achieving Sales Ethics Ethically” and will highlight some of his most innovative ideas that lead him to unprecedented business success. Tom’s story is the classic “rags to riches” tale, one that brings truth to the cliché that what you can dream you can achieve. Tom began as a door to door book salesperson for the Southwestern Company. Tom shattered every sales record at Southwestern. Later, he went to work for Windsor Publishing and quickly became the National Sales Manager taking the firm’s revenue from \$10 million to over \$350 million. Tom then got involved in the banking industry and started multiple firms which serve banks with a strategic focus on the sales force. That success led to such exceptional revenue growth that two of those firms are now publicly traded. Tom currently works as a speaker/trainer and shares his story as he leads the Tom Black for Excellence located in Brentwood, TN. Tom also serves on Indiana State University’s Sales Advisory Council.

Space for this event is limited. RSVP required – make yours today!

For questions or to make reservations, contact Dr. Jon Hawes, Director, Sales and Negotiations Center, Indiana State University, at jon.hawes@indstate.edu or call us at 812-870-0214.



Scott College of Business
Sales and Negotiations Center

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