

## State Farm® Circle of Influence Speaker Series

### "The Power of Needs and Nods"

**Brian McLeish**

**Sales Leader for West Central Indiana and East Central Illinois  
State Farm**

**When:** **Tuesday, February 21<sup>st</sup>, 2017** beginning at 5:30 pm

**Where:** Heritage Ballroom in Tiley Hall on the beautiful campus of Indiana State University, near the corner of 7<sup>th</sup> and Cherry Streets, Terre Haute, IN

#### **Agenda:**

5:30 to 6:00 Reception/Networking Time

6:00 to 7:00 Welcoming Comments, followed by dinner

7:00 to 7:30 Key Note Presentation by Brian McLeish "The Power of Needs and Nods"

7:30 to 7:40 Sales internship speaker on the power of understanding customer needs

7:40 to 8:40 Tables will be rotated every 10 minutes to give sales professional a chance to meet sales students and discuss sales careers

8:40 to 8:45 Closing remarks

#### **Description of the Presentation:**

Brian McLeish will present "The Power of Needs and Nods." He will describe how the needs assessment technique can be used in creating client relationships along with how the simple nod can enhance your connections. His presentation will be followed by a student who has completed a sales internship sharing how understanding the needs of clients played into their experience.

Brian was born and raised just north of Terre Haute in Clinton, IN, and graduated from Saint Joseph College with a degree in Mathematics and Physics. He also lettered 3 years in baseball for the Pumas. He began his career at State Farm in 1989 as an Auto Underwriter in Bloomington, IL, and moved to Paris to be a State Farm agent in 1996. In 2001 Brian transitioned into Agency Leadership and is currently the Sales Leader for West Central Indiana and East Central Illinois. He and his wife, Jami (who works at State Farm in Systems Department) have 3 children and 4 grandchildren. The McLeish's are passionate about helping kids, and so Brian has served as the President of the Board of Directors for the Community Recreation Center in Clinton, IN since 2005.

Join us to hear Brian share on using needs assessments to connect with your clients and better understand the power of the nod and how to use this techniques in practice.

#### **The Financials:**

Your investment is only \$75 per person or you can become a sponsor of this event (see other side). You will have a delicious dinner, hear Brian present "The Power of Needs and Nods," hear from one our sales students, and have a chance connect with ISU sales students. In addition, a networking reception with ISU students interested in sales careers and/or internships will be held from 5:30 to 6:00. Due to the generosity of State Farm and our other sponsors, the dinner and program will be **free of charge for ISU students**.

#### **Please RSVP prior to February 10th - make yours today!**

For questions/reservations, contact Dr. David Fleming, Director, [Sales and Negotiations Center](#), Indiana State University, at [david.fleming@indstate.edu](mailto:david.fleming@indstate.edu) or call us at 812-237-2286.



Platinum Sponsor:



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Scott College of Business  
Sales and Negotiations Center

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**Audience:** We expect over 100 people to attend – all with an interest in their development as sales or marketing professionals!

## **SPONSOR THIS EVENT!**

**Platinum Sponsor:** Already Sold to State Farm – Thank You!

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**Gold Sponsors -- \$4,000**

**Your Benefits:**

**Only 3 available**

- One year membership as a **Partner** (\$3,000 value) of the ISU Sales and Negotiation Center including an executive serving on the Sales Advisory Council (*new partners only*)
  - Opportunity to provide a full-page ad (jpeg format) for event program (deadline 2-14-17)
  - Opportunity to display your own signage during the event
  - Table top display space available in prime location upon request during 5:30 to 6:00 reception
  - Recognition from the podium for your Gold Sponsorship
  - Logo displayed on prominent signage (~ 2' x 3') during entire evening event
  - Substantial recognition as Gold Sponsor in program
  - Up to 6 free tickets for entire evening on April 8<sup>th</sup> program at Heritage Ballroom
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**Silver Sponsors -- \$1,000**

**Your Benefits:**

- One year membership as a **Friend** (\$500 value) of the ISU Sales and Negotiation Center
  - Opportunity to provide a half-page ad (jpeg format) for event program (deadline 2-14-17)
  - Logo displayed on prominent signage (~ 2' x 3') during entire evening
  - Significant recognition as Silver Sponsor in program
  - Up to 5 free tickets for entire evening
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**Bronze Sponsors -- \$500**

**Your Benefits:**

- Opportunity to provide a one-fourth page ad (jpeg format) for event program (deadline 2-14-17)
  - Listing as Bronze Sponsor in program
  - Up to 4 free tickets for entire evening
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**Please submit sponsorship requests before February 7!**



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