

## State Farm® Circle of Influence Speaker Series

### “Days of Future Passed: (Re)Imagining the Role & Impact of Sales in the Next Decade”

Greg W. Marshall, Ph.D.

Charles Harwood Professor of Marketing and Strategy  
Crummer Graduate School of Business, Rollins College



**When:** Tuesday, February 18<sup>th</sup> 2020 beginning at 5:30 PM

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

#### Agenda:

5:30-6:00 Reception/Networking

6:00-7:00 Welcoming Comments followed by dinner

7:00-7:40 Key Note Presented by Dr. Greg Marshall

“Days of Future Passed: (Re)Imagining the Role & Impact of Sales in the Next Decade”

7:40-8:50 Students will rotate tables every 10 minutes to network with sales professionals and discuss sales careers

8:50-9:00 Closing remarks

#### Description of the Presentation:

Dr. Marshall will present “Days of Future Passed: (Re)Imagining the Role & Impact of Sales in the Next Decade,” drawing on his experience with selling, sales management, and product management in the consumer packaged goods and retailing industries with Warner-Lambert, Mennen, and Target Corporation. He will also share insights from his considerable experience as a consultant and trainer for a variety of organizations and insider knowledge on the academic front; specifically as the current Editor-in-Chief for European Journal of Marketing, and former editor of the Journal of Marketing Theory and Practice and Journal of Personal Selling & Sales Management. He is also the author of several sales and marketing texts. He will share his vision of the future of sales and its impact on business success. His presentation will include the impact of AI and other emergent technologies on the role of the salesperson as well as the changing nature of sales roles. Come see where the future leads.

#### Training Opportunity (Wednesday February 19<sup>th</sup> @ 9 AM):

##### Graduation to Greatness: Tips for Early Career Success in Professional Selling

Dr. Marshall is offering an interactive workshop focused on jumpstarting your sales career. This workshop provides tips to new and soon-to-be salespeople on how to start strong and get your career in sales started on the right foot. He draws on personal experience and knowledge from the academic and business sectors to help ignite you to be your best from the start. Companies that would like to send new salespeople to the event may sign up for a fee of \$50 per person. There is no charge for this event for ISU students thanks to the generosity of our sponsors.

#### The Financials:

Your cost to attend is only \$250 to reserve a table and meal for one participant, and additional participants are \$100 per person. Alternatively, you can become a sponsor of this event (see the costs on the other side of this flyer). You will have a delicious dinner, hear Dr. Marshall present, and 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 PM. 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 7<sup>th</sup> – make yours today!

For questions/reservations, contact Dr. David Fleming at [david.fleming@indstate.edu](mailto:david.fleming@indstate.edu) or call us at 812-237-2286



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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 Acquired by State Farm – Thank You!

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### Gold Sponsors -- \$2,000

#### Your Benefits:

*Only 2 available*

- Opportunity to provide a full-page ad (jpeg format) for event program (deadline 2-11-20)
- 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 PM 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 tickets for the entire evening

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### Training Sponsors -- \$1000

#### Your Benefits:

*Only 1 available*

- Listing as Training Sponsor in program
- Up to 4 seats for Greg's workshop on tips for early career success in sales (Wednesday 2-19-20 @ 9 AM)
- Training time with ISU Students
- Up to 4 free tickets for the entire evening
- Sponsor signage in the training session
- Opportunity to provide a half-page ad (jpeg format) for event program (deadline 2-11-20)

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### Silver Sponsors -- \$750

#### Your Benefits:

- Opportunity to provide a half-page ad (jpeg format) for event program (deadline 2-11-20)
- Logo displayed on prominent signage (~ 2' x 3') during entire evening
- Significant recognition as Silver Sponsor in program
- Up to 5 tickets for the 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 2-11-20)
- Listing as Bronze Sponsor in program
- Up to 4 tickets for the entire evening

**Please submit sponsorship requests before February 7!**



Scott College of Business  
Sales and Negotiations Center

Contact: Dr. David Fleming,  
Director, Sales and Negotiations Center  
Indiana State University  
E-mail: [david.fleming@indstate.edu](mailto:david.fleming@indstate.edu)  
Phone: 812-237-2286 or 812-264-1075