

State Farm® Circle of Influence Speaker Series

"Table for 3: Your client, you, and the role of emotions in the sales process"

Laura Munoz

Associate Professor of Marketing, University of Dallas



When: Tuesday, February 20th, 2018 beginning at 5:30 pm

Where: Heritage Ballroom in Tiley Hall on the campus of Indiana State University,
near the corner of 7th 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 7:40 Key Note Presentation by Laura Munoz "Table for 3: Your Client, You, and the Role of Emotions in the Sales Process"

7:40 to 8:50 Tables will be rotated every 10 minutes to give sales professional a chance to meet sales students and discuss sales careers

8:50 to 9:00 Closing remarks

Description of the Presentation:

Laura Munoz will present "Table for 3: Your Client, You, and the Role of Emotions in the Sales Process." She will describe how understanding the role of emotion in client relationship can enhance your selling ability and lead to long term success. Her presentation will be followed by a networking session where students will interact with the companies in attendance to build relationships that have led to many job placements in the past.

Laura Munoz received her Ph.D. in Business Administration – Marketing/International Business from the University of Texas-Pan American (AACSB accredited, now UT-Rio Grande Valley) and is currently serving as an Associate Professor of Marketing at the University of Dallas. She has over ten years of experience teaching marketing, entrepreneurship, and professional selling courses. She also serves as a mentor to student organizations and faculty coach in national selling competitions. Her team just recently brought home the gold at Florida International University's Global Sales Competition in the English track.

Join us to hear Laura share on understanding the role of emotions in connecting with your clients and how to leverage this understanding

Training Opportunity

Laura will be conducting 2 additional 1-hour long training workshops during her visit to the ISU campus (2:00 & 3:30 PM start times). They will be a more in-depth presentation on emotional intelligence. Upwards of 30 ISU students will be in each session. The cost is \$50 per participant. Space is limited to 20 corporate participants per session with event sponsors receiving priority registration. Call today for details!

The Financials:

Your investment is only \$200 for a table and one participant and \$75 per person after the first or you can become a sponsor of this event (see other side). You will have a delicious dinner, hear Laura present "Table for 3: Your Client, You, and the Role of Emotions in the Sales Process" 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 7th - make yours today!

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



Scott College of Business
Sales and Negotiations Center

Platinum Sponsor:



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the role of emotions in the sales process”

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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!

- Gold Sponsors -- \$3,500

Your Benefits:

Only 1 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 2-14-18)
 - 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 8th program at Heritage Ballroom
-

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 2-14-18)
 - 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 2-14-18)
 - Listing as Bronze Sponsor in program
 - Up to 4 free tickets for entire evening
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Training Sponsors -- \$750

Your Benefits:

Only 2 available

- Listing as Training Sponsor in program
 - Up to 5 free tickets for one additional 1-hour training session with Laura
 - Training time with ISU Students
 - Up to 5 free tickets for entire evening
 - Sponsor signage in the training session
 - Opportunity to provide a half-page ad (jpeg format) for event program (deadline 2-14-18)
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Please submit sponsorship requests before February 7!



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Contact: Dr. David Fleming,
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Indiana State University
E-mail: david.fleming@indstate.edu
Phone: 812-237-2286 or 812-264-1075