

State Farm® Circle of Influence Speaker Series:
**“Social Selling: Maximize Sales Outcomes by
Using Relationships and Technology”**

Craig Elias

Creator of *Trigger Event Selling*™



When: **Wednesday, April 8, 2011** beginning at 5:30 pm

Where: Heritage Lounge and Heritage Ballroom, Tirey Hall on the campus of Indiana State University, near the corner of 7th Street and Larry Bird Avenue, Terre Haute, IN

Agenda:

5:30 to 6:00 Social time and book signings with Craig Elias

6:00 to 7:15 Welcoming comments, followed by a delicious buffet dinner

7:15 to 8:00 Presentation by Craig Elias “Social Selling: Maximize Sales Outcomes by Using Relationships and Technology”

[Note: recommended attire is business casual]

Description of the Presentation:

Craig Elias is the creator of [Trigger Event Selling](#),™ author of the award-winning sales book *SHiFT! Harness the Trigger Events that TURN PROSPECTS INTO CUSTOMERS*, the Chief Catalyst of *SHiFT Selling, Inc.* and LinkedIn user 3,956 of now over 325 Million users.

For almost 20 years, Craig used *Trigger Event* strategies to become a top sales performer at EVERY company that has hired him – including WorldCom where he was named the **#1 salesperson within six months** of joining the company.

Craig’s *Trigger Event* strategies have resulted in:

- Winning a **\$1,000,000 prize** in a global “Billion-Dollar Idea” pitch competition
- Being named **15th on Forbes list** of the most social sales people on the planet
- Coverage on **NBC news**, in *The New York Times*, *The Wall Street Journal*, *Nikkei Marketing Journal*, *Business 2.0*, and *Sales and Marketing Management*
- Earning his last company, the distinction as one of “Silicon Valley’s 40 hottest” and twice being selected as **one of Dow Jones™ 50 most promising companies** in North America

Join us to hear Craig share how to combine relationships with technology to maximize sales outcomes. Craig lives in Calgary, Alberta, Canada and serves on Indiana State University’s Sales Advisory Council.

The Financials:

Your investment is only \$50.00 per person. You will have a delicious buffet dinner, hear Craig Elias present “Social Selling: Maximize Sales Outcomes by Using Relationships and Technology,” and receive one free copy of his award-winning sales book. In addition, Craig will autograph books from 5:30 to 6:00. Due to the generosity of State Farm and our other sponsors for the event, the dinner and program will be **free of charge for ISU students**.

RSVP prior to April 1 required – make yours today!

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



Platinum Sponsor:



Scott College of Business
Sales and Negotiations Center

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Audience: We expect over 175 people to attend – all with an interest in their professional development as sales or marketing professionals!

SPONSOR THIS EVENT!

Platinum Sponsor: Already Sold to State Farm

Gold Sponsors -- \$3,000 Your Benefits:

- **Craig Elias will travel to your choice of locations in the Wabash Valley or Central Indiana to make a custom 60-minute presentation on *Trigger Event Selling™* to members of your sales force on April 7, 8, or 9 (we will work with you to schedule)**
 - First Year Membership for one executive to serve on the ISU Sales Advisory Council
 - Opportunity to provide a full-page ad (jpeg format) for event program (deadline 3-15-15)
 - 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 Social time
 - 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 8 free tickets for entire evening on April 8th program at Heritage Ballroom
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Silver Sponsors -- \$1500 Your Benefits:

- Opportunity to provide a half-page ad (jpeg format) for event program (deadline 3-15-15)
 - First Year Membership for one executive to serve on the ISU Sales Advisory Council
 - Logo displayed on prominent signage (~ 2' x 3') during entire evening
 - Significant recognition as Silver Sponsor in program
 - Up to 6 free tickets for entire evening
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Bronze Sponsors -- \$350 Your Benefits:

- Opportunity to provide a one-fourth page ad (jpeg format) for event program (deadline 3-15-15)
 - Listing as Bronze Sponsor in program
 - Up to 4 free tickets for entire evening
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Scott College of Business
Sales and Negotiations Center

Network with the next generation of sales leaders!

Contact: [Jon Hawes](mailto:jon.hawes@indstate.edu),

Director, Sales and Negotiations Center

E-mail: jon.hawes@indstate.edu

Phone: 812-237-2286 or 812-870-0214

www.indstate.edu/business/sales