

## State Farm® Circle of Influence Speaker Series

### “Everyone is in Sales”

#### Chip Helm

Published author, Cook Medical’s Sales Manager of 32 years

When: Tuesday, February 19<sup>th</sup> 2019 beginning at

Where: Terre Haute Brewing Company, 401 S 9th St, Terre Haute, IN 47807.  
Located on the corner of 9<sup>th</sup> Street and Swan Street, near the ISU campus. On street parking is available around the restaurant.

#### Agenda:

5:30-6:00 Reception/Networking Time

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

7:00-7:40 Key Note Presented by Chip Helm “Everyone is in Sales”

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

8:50-9:00 Closing remarks

#### Description of the Presentation:

Chip Helm will be presenting “Everyone is in Sales,” a motto he strongly believes in. Chip will demonstrate the “KISS” method (keep it simple stupid) to describe the life lessons and behaviors that can make you successful for your life and career. His 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.

Chip Helm holds a BA in Biology from Indiana University and an MBA from the University of South Florida. From a Dental School drop-out to a National Sales Manager of a multi-billion-dollar medical device company, Chip has honed his sales skills from the ground up. If it is personal branding, practicing humility, or following-up and following-through, his practical advice is applicable to anyone at any stage in their career. His mentoring, and leadership has helped thousands of students, and colleagues over his last three decades in sales. “No matter the career you have chosen, YOU ARE IN SALES.”

#### Training Opportunity (11:00 AM & 1:00 PM):

Chip and his respected colleague, Melahni Ake, will be offering a workshop focused on building personal branding. Melahni is a passionate executive leader who is an expert in building positive cultures with people and processes that influence and impact performance. The workshop will supply you with the tools to immediately apply and design your life and career for success. You will learn what personal brand is, how to build and sustain your brand, and how to get it back when you lose your brand. Every attendee will receive access to a downloadable “Personal Branding” podcast where Melahni Ake and Chip Helm teach and explore lessons on personal branding for your life and career. Interested partners can contact the SNC for details on how to attend.

#### 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 Chip present, “Everyone is in Sales,” and have a chance to 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 7<sup>th</sup> – 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.



Indiana State  
University

# BIGGER THAN SALES

*How Humility and  
Relationships Build  
Career Success*



CHIP HELM



# State Farm® Circle of Influence Speaker Series

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Published author, Cook Medical's Sales Manager of 32 years

**When:** Tuesday, February 19<sup>th</sup>, 2019 beginning at 5:30 pm

**Where:** Terre Haute Brewing Company, 401 S 9th St, Terre Haute, IN 47807. (On the corner of 9th Street and Swan Street)

**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 -- \$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 2-10-19)
- 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 Terre Haute Brewing Company

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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 2-10-19)
- 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 2-10-19)
- 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 3 free tickets for a Personal Branding workshop with Chip and Melahni Ake
- 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 2-10-18)

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



Scott College of Business  
Sales and Negotiations Center

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