



A A B P 2 0 2 4

FALL SALES TRAINING WORKSHOP

OCT
28-29,
2024

Royal Sonesta Chicago River North
505 N. State Street, Chicago

MON, OCTOBER 28

8–10:00AM

Board of Directors Meeting

11AM

Registration Opens

12–1:00PM

Welcome Back Lunch

1–2:30PM

The Mindset of an ELITE Sales Professional - If you win the game on the inside, you'll win the game on the outside

In this dynamic and transformative session you will delve deep into the psychology and mindset that differentiate elite sales professionals from the rest. Designed for ambitious salespeople aiming to elevate their performance, this session will provide you with the mental tools and strategies needed to excel in the highly competitive world of sales. Understand how to cultivating a Winning Mindset and understand the core beliefs and attitudes that drive top sales professionals. Learn how to develop a resilient, positive mindset that thrives under pressure and embraces challenges. Bonus: Building Mental Toughness: Gain insights into developing mental toughness to handle rejection, setbacks, and stress with grace and perseverance.

2:30–2:45M

Break

2:45–4:00PM

Maximizing Reach: Selling Integrated Marketing Solutions for Cross-Platform Success

In today's rapidly evolving media landscape, the ability to offer integrated marketing solutions is essential for reaching a diverse and engaged audience. This session is designed to equip you with the knowledge and skills to effectively sell cross-platform ad packages, maximizing the reach and impact of your advertising campaigns for our national magazine association. We will also help you understanding Integrated Marketing: Gain a clear understanding of what integrated marketing solutions entail and why they are crucial in today's advertising environment. Learn about the benefits of a multi-platform approach and how it can enhance brand visibility and engagement. Plus how to combine print, digital, social media, and other channels into cohesive and compelling advertising solutions that meet the diverse needs of clients.

4–4:15M

Break

4:15–5:30PM

Mastering Sales Funnel Management: Optimizing Your Sales Pipeline for Maximum Efficiency and Harnessing the 3 Sources of Business

Effective sales funnel management is crucial for driving sales success and ensuring a steady flow of prospects through the pipeline. This session focuses on strategies to manage and optimize the sales funnel for maximum efficiency and results. Additionally, we'll share ideas and tools to maximize value from your current client base and identify new opportunities for expansion.

5:30–6:30M

Cocktail Reception/Networking

TUES, OCTOBER 29

8–9:00AM

Group Breakfast

9–10:30AM

Digital Advertising Trends: Staying current with trends and selling digital advertising

The digital advertising landscape is constantly evolving, presenting new opportunities and challenges for marketers. This session is designed to keep you ahead of the curve by exploring the latest trends and innovations in digital advertising. Whether you are a seasoned professional or new to the field, this session will provide valuable insights to help you stay current and sell more digital.

10:30–10:45M

Break

10:45–12:00PM

Mastering the Art of Closing: Proven Techniques to Secure the Sale and Get Commitments

Closing a sale is one of the most critical and challenging aspects of the sales process. This one-hour seminar is designed to equip you with powerful closing techniques and strategies to effectively secure commitments from your prospects. Whether you are a seasoned sales professional or just starting out, this session will provide you with actionable insights to enhance your closing skills and drive successful outcomes. Gain a clear understanding of the psychological and practical aspects of closing a sale. Learn about the key elements that contribute to a successful close and how to recognize the right moment to initiate the closing process.

12–1:00M

Group Lunch

1–2:00PM

Selling Strategies, ideas and tactics to become elite in our industry

In today's competitive market, simply meeting sales targets isn't enough to stay ahead—it's about setting new standards of excellence. This session is designed for sales professionals who aspire to elevate their game and become industry leaders. We will explore cutting-edge selling strategies, innovative ideas, and proven tactics that distinguish elite performers from the rest!



S P E A K E R S



Julio Melara

Julio Melara began his career in media starting at the local business journal, when he was 18 years old. His drive quickly propelled him to the top, where he became the leading sales representative and eventually the Vice President of Sales. Following his success, Julio was recruited by WWL Radio, the second oldest radio station in the U.S. Within two years, he was the top producer, and by his third year, he made history as Louisiana's first million-dollar radio sales producer.

Julio's passion for publishing eventually drew him back to the magazine industry. Where he led several sales teams at the New Orleans Publishing Group. Today, he is the Owner and CEO of Melara Enterprises, a multimedia company that oversees several prominent publications, including Business Report, 225 Magazine, InRegister, and 1012 Industry Report. Julio is also the founder of the Business Report's Leadership Academy and Business Report's Selling Academy, where he shares his expertise and passion for leadership and sales. He is the author of four books - Do You Have The Time For Success?, It Only Takes Everything You've Got!, Keys To Performance, and Mental Snacks – Nourishment for your mind and fuel for your life!



Erin Pou

Erin leads the business development of Melara's digital operations and StudioE teams, reinventing client-audience connections through comprehensive marketing strategies and KPI-driven outcomes. She has been recognized with the Louisiana Press Association's President's Award (2006, 2018), the 2011 Louey Award, and SME's 2022 Excellence in Marketing. Her teams also received the 2023 MarCom Platinum Award for their Energy Smart campaign efforts.

T H A N K Y O U S P O N S O R S



Lanyards Sponsor



Brochure Sponsor



OUR DATA SPEAKS VOLUMES

WiFi Sponsor



Opening Reception Sponsor