

Model Curriculum

Sales Executive (Media Org)

SECTOR: MEDIA AND ENTERTAINMENT
**SUB-SECTOR: Television, Print, Radio, Digital,
Out-of-home**
OCCUPATION: Sales-Executive
REF ID: MES/ Q 0203
NSQF LEVEL: 4



Certificate

CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

Media and Entertainment Skill Council

for

MODEL CURRICULUM

Complying to National Occupational Standards of

Job Role/ Qualification Pack: **'Sales Executive'** QP Ref. No. **'MES/Q0203, NSQF Level 4'**

Date of Issuance: 27th January 2022

Valid up to: 25th January 2027

* Valid up to the next review date of the Qualification Pack

Authorized Signatory
Media and Entertainment Skill Council

TABLE OF CONTENTS

1. Curriculum	01
2. Trainer Prerequisites	05
3. Annexure: Assessment Criteria	06

Sales-Executive

CURRICULUM / SYLLABUS

This program is aimed at training candidates for the job of a “*Sales-Executive*”, in the “*Media and Entertainment*” Sector/Industry and aims at building the following key competencies amongst the learners

Program Name	<i>Sales-Executive</i>		
Qualification Pack Name & Reference ID. ID	MES/ Q 0203		
Version No.	2.0	Version Update Date	27-Jan-22
Pre-requisites to Training	Class XII with one year of relevant experience OR ITI (2 years after 10th) with one year of relevant experience Min Age: 18 Year		
Training Outcomes	<p>After completing this programme, participants will be able to:</p> <ul style="list-style-type: none"> • Developing advertising sales proposals for media agencies and leading companies across industry sectors • Across any of the following mediums: • Television, Print, Radio, Digital, Out-of-home • Identifying and maintaining potential advertising sales clients • Clients could include Media agencies, Brand Managers and Marketing Heads of leading companies across industry sectors • For various mediums: Television, Print, Radio, Digital and Out-of-home To sell any of the following ad inventory: 10 second ad spots (Television/Radio), Sq.cm. ad space (Print), Banners (frames, pop-ups, floating/expanding ads), classifieds, text ads (Digital), Billboards, promotions, street furniture, transit assets, alternative media including digital displays, cinema, stadiums, airports, malls (OOH) • Coordinating with internal teams • Communicating clearly with the clients • Timely collection of dues owed by clients • Understanding the health, safety and security risks prevalent in the workplace • Knowing the people responsible for health and safety and the resources available • Identifying and reporting risks • Complying with procedures in the event of an emergency 		

This course encompasses 4 out of 4 National Occupational Standards (NOS) of “Sales-Executive” Qualification Pack issued by “Media & Entertainment Skills Council”.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	<p>Develop advertising sales proposals</p> <p>Theory Duration (hh:mm) 20:00</p> <p>Practical Duration (hh:mm) 70:00</p> <p>Corresponding NOS Code MES /N 0204</p>	<ul style="list-style-type: none"> Calculate ad-value for the proposed advertisement placements, taking into account key variables (e.g. reach/time-spent, readership, listenership/time-spent, page views, impressions, occupancy/availability, and client credit limit.) Conduct audience analysis including consumption habits, lifestyles, ratings illustrations and comparison with peers. Perform costing procedures for key variables and calculate potential adjustments that could be factored in during the negotiation process. Articulate the sales process and provide recommendations to the client on the relevant legislation, standards and policies. Develop and submit proposals within the timeframe agreed and in the format requested by the client. 	Laptop, white board, marker, projector,
2	<p>Acquire and Maintain advertising sales clients)</p> <p>Theory Duration (hh:mm) 35:00</p> <p>Practical Duration (hh:mm) 55:00</p> <p>Corresponding NOS Code MES /N 0205</p>	<ul style="list-style-type: none"> Identify potential clients and build a client base through personal networks, and through primary and secondary research. Understand the client’s need to advertise in a particular market. Analyze the type’s resources available in a particular market. Market the credibility and track record of your organization to potential clients, and sell them the benefits of advertising through it. 	Laptop, white board, marker, projector,
3	<p>Close an Advertising sales order</p> <p>Theory Duration (hh:mm) 50:00</p> <p>Practical Duration (hh:mm) 100:00</p> <p>Corresponding NOS Code MES /N 0211</p>	<ul style="list-style-type: none"> Provide a convincing proposition to the client and negotiate to derive the maximum revenue from the available inventory. Ensure that the advertisement rates are higher or equal to the benchmark rates set by the organization. Negotiate volume discounts with agencies to sell inventory in advance at rates that are in line with benchmark discount rates set by the organization Identify opportunities to cross-sell other sources of revenue such as media integrations, Events and activations etc. 	

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<ul style="list-style-type: none"> Draft sales agreements/contracts and liaise with the legal team to vet them Make arrangements with the relevant teams within the organization to ensure execution of the contract Troubleshoot and manage client crises through effective communication and team support Negotiate barter deals with clients after carrying out a detailed cost-benefit analysis to ensure that the deal would be beneficial for the organization Clearly communicate the scope of the agreement with the client and set out realistic expectations regarding effectiveness of the advertising Monitor billing details and outstanding dues, ensuring that dues are collected on time through the respective Sales-Executive. 	
4	<p>Maintain Workplace, Health & Safety</p> <p>Theory Duration (hh:mm) 20:00</p> <p>Practical Duration (hh:mm) 40:00</p> <p>Corresponding NOS Code MES/N 0104</p>	<ul style="list-style-type: none"> Explain the meaning of health List common health issues Follow safety measures during operations to ensure that the health and safety of self or others (including members of the public) is not at risk. Carry out operations as per the manufacturer's and worksite related health and safety guidelines. Handle the transport, storage and disposal of hazardous materials and waste in compliance with worksite health, safety and environmental guidelines. Follow safety regulations and procedures about worksite hazards and risks. Operate various grades of fire extinguishers, as applicable. 	<p>Handbook, White board, marker, computer system, projector, PPTs</p>
	<p>Total Duration 450:00</p> <p>Theory Duration 125:00</p> <p>Practical Duration 265:00</p> <p>OJT 60:00</p>	<p>Unique Equipment Required: Laptop, PowerPoint & white board, marker, projector, Laptop, Sample pictures and videos, Cleaning tools, electricity tester, safety and ergonomics chart, Fire Extinguisher, First-Aid Kit</p>	

Grand Total Course Duration: **450 Hours, 0 Minutes**

(This syllabus/ curriculum has been approved by Media and Entertainment Skill Council)

Trainer Prerequisites for Job role: “Sales-Executive” mapped to Qualification Pack: “MES/ Q 0203, v2.0”

Sr. No.	Area	Details
1	Description	Sales Executive (Media Organization) in the Media & Entertainment Industry is also known as an Ad Sales Executive (Media Organization) individuals at this job are responsible to close sales transactions with new and existing clients.
2	Personal Attributes	This job requires the individual to achieve sales targets set by the sales manager. The individual is responsible to acquire new clients, develop proposals for new and existing clients and close sales orders.
3	Minimum Educational Qualifications	Preferable Class XII, Sales professional with experience of 2 years
4a	Domain Certification	Certified for Job Role: “ <u>Sales-Executive</u> ” mapped to QP: “ <u>MES/ Q 0203, v1.0</u> ”. Minimum accepted score is 70%
4b	Platform Certification	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “MES/Q0203”. Minimum accepted % as per respective SSC guidelines is 60%.
5	Experience	Minimum 2 years of experience as <u>Sales-Executive</u> , <u>1 year as Sales Manager</u> .

Annexure: Assessment Criteria

Assessment Criteria	
Job Role	<u>Sales-Executive</u>
Qualification Pack	<u>MES/ Q 0203, v2.0</u>
Sector Skill Council	<u>Media & Entertainment</u>

Sr. No.	Guidelines for Assessment
1	Criteria for assessment for each Qualification Pack will be created by the Media and Entertainment Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for each PC.
2	Each NOS will be assessed both for theoretical knowledge and practical
3	The assessment will be based on knowledge bank of questions created by the SSC.
4	Individual assessment agencies will create unique question papers for theory and skill practical part for each candidate at each examination/training centre
5	To pass the Qualification Pack, every trainee should score a minimum of 60% in every NOS
6	In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack

	NOS	NOS NAME	Weightage
1	MES / N 0204	Develop advertising sales proposals	30%
2	MES/ N 0205	Acquire and maintain advertising sales clients.	30%
3	MES/ N 0211	Close an advertising sales order	30%
4	MES / N 0104	Maintain workplace health and safety	10%
			100%

Job Role	Sales-Executive					
NOS CODE	NOS NAME	Performance Criteria			Marks Allocation	
			Total Mark	Out Of	Theory	Skills Practical
MES/0204	N Acquire and maintain advertising sales clients)	<p>PC1.Calculate ad-value for the proposed advertisement placements, taking into account key variables (e.g. reach/time-spent, readership, listenership/time-spent, page views, impressions, occupancy/availability, client credit limit)</p> <p>PC2.Conduct audience analysis including consumption habits, lifestyles, ratings illustrations and comparison with peers</p> <p>PC3.Perform costing procedures for key variables and calculate potential adjustments that could be factored in during the negotiation process</p> <p>PC4.Articulate the sales process and provide recommendations to the client on the relevant legislation, standards and policies</p> <p>PC5.Develop and submit proposals within the timeframe agreed and in the format requested by the client</p>	100	20	10	50
			Total	100	50	50

MES/ 0205	N Acquire and maintain advertising sales clients)	PC1. Identify potential clients and build a client base through personal networks, and through primary and secondary research	100	25	15	50
		PC2. Understand the client's need to advertise in a Particular market.		25	10	
		PC3. Analyze the types resources available in a particular Market.		25	10	
		PC4. Market the credibility and track record of your Organization to potential clients, and sell them the benefits of advertising through it.		25	15	
			Total	100	50	50
MES / N 0211	N Close Advertising order an sales	PC1. Provide a convincing proposition to the client and negotiate to derive the maximum revenue from the available inventory	100	10	5	50
		PC2. Ensure that the advertisement rates are higher or equal to the benchmark rates set by the organization		10	5	
		PC3. Negotiate volume discounts with agencies to sell inventory in advance at rates that are in line with benchmark discount rates set by the organization		10	5	

		PC4. Identify opportunities to cross-sell other sources of revenue such as media integrations, events and activations etc.		10	5	
		PC5. Draft sales agreements / contracts and liaise with the legal team to vet them		10	5	
		PC6. Make arrangements with the relevant teams within the organization to ensure execution of the contract		10	5	
		PC7. Troubleshoot and manage client crises through effective communication and team support		10	5	
		PC8. Negotiate barter deals with clients after carrying out a detailed cost-benefit analysis to ensure that the deal would be beneficial for the organization		10	5	
		PC9. Clearly communicate the scope of the agreement with the client and set out realistic expectations regarding effectiveness of the advertising		10	5	
		PC10. Monitor billing details and outstanding dues, ensuring that dues are collected on time through the respective Sales-Executive		10	5	
			Total	100	50	50

MES/ 0104	N	Maintain workplace and safety	health	PC1. Understand and comply with the organization's current health, safety and security policies and procedures	100	10	5	50
				PC2. Understand the safe working practices pertaining to own occupation		10	5	
				PC3. Understand the government norms and policies relating to health and safety including emergency procedures for illness, accidents, fires or others which may involve evacuation of the premises		5	3	
				PC4. Participate in organization health and safety knowledge sessions and drills		5	2	
				PC5. Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency		10	5	
				PC6. Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms		10	5	
				PC7. Identify aspects of your workplace that could cause potential risk to own and others health and safety		10	5	
				PC8. Ensure own personal health and safety, and that of others in the workplace through precautionary measures		10	5	
				PC9. Identify and recommend opportunities for improving health, safety, and security to the designated person		5	3	
				PC10. Report any hazards outside the individual's authority to the relevant person in line with organizational procedures and warn other people who may be affected		10	5	

		PC11. Follow organization's emergency procedures for accidents, fires or any other natural calamity in case of a hazard		10	5	
		PC12. Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority		5	2	
			Total	100	50	50