

Model Curriculum

Sales Manager

SECTOR: MEDIA AND ENTERTAINMENT
**SUB-SECTOR: Television, Print, Radio, Digital,
Out-of-home**
OCCUPATION: MES/ Q 0202
REF ID:
NSQF LEVEL: 5



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 Manager'** QP Ref. No. **'MES/Q0202, NSQF Level 5'**

Date of Issuance: 24th February 2022

Valid up to: 23rd February 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	08
3. Annexure: Assessment Criteria	09

Sales Manager

CURRICULUM / SYLLABUS

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

Program Name	Sales Manager		
Qualification Pack Name & Reference ID. ID	MES/ Q 0202		
Version No.	2.0	Version Update Date	24/02/2022
Pre-requisites to Training	<ul style="list-style-type: none"> • Postgraduate OR • Graduate (Advertisement/Film) with one year of relevant experience) OR • Graduate with three years of relevant experience OR • Three years diploma after Class 12th with three years of relevant experience OR • Sales Manager at NSQF Level-5 with two years of experience Min Age: 22 Year		
Training Outcomes	<ul style="list-style-type: none"> • After completing this programme, participants will be able to: • Monitoring and understanding the market and the competitors and • Continuously seeking out new opportunities. • Identifying information needed to carry out the job effectively • Identifying new innovations and future developments that might benefit the organization or the clients. • Sales planning and forecasting • Set targets for sales teams • Estimating the cost of sales activities and preparing an ad sales budget • Monitoring an ad sales budget • 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), Bill-boards, 		

	<ul style="list-style-type: none">• promotions, street furniture, transit assets, alternative media• Including digital displays, cinema, stadiums, airports, malls (OOH).• Manage sales teams and monitor achievement of targets, as appropriate.• 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.
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This course encompasses 7 out of 7 National Occupational Standards (NOS) of “Sales Manager” Qualification Pack issued by “Media & Entertainment Skill Council”.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	<p>Keeping apprised with developments in the industry</p> <p>Theory Duration (hh:mm) 40:00</p> <p>Practical Duration (hh:mm) 50:00</p> <p>Corresponding NOS Code MES/N 0201</p>	<ul style="list-style-type: none"> ● Monitor any changes or updates in the market. ● Understand the market, its various elements and how they affect the organization. ● Identify new opportunities in the market. ● Analyze how these opportunities can be leveraged to benefit the organization. ● Identify who the competitors are, who their major Clients are and how their activity is changing. ● Extract key facts from formal and informal sources and analyze how it can be used by the organization. ● Actively participate in forums and discussions to be able to keep updated with any new changes in the Industry/ its practices. ● Keep up-to-date with the laws and any other regulations that can apply to the organization' ● Keep track of any changes in the industry and how they can be converted into useful opportunities ● Analyze the market and forecast what the powerful trends would be that can affect the organization in anyway ● Keep up-to-date with any changes in policies that can affect the client's business. 	<p>Laptop, PowerPoint & white board, marker, projector, Laptop,</p>
2	<p>Create and Monitor the Ad sales budget</p> <p>Theory Duration (hh:mm) 40:00</p> <p>Practical Duration (hh:mm) 50:00</p>	<ul style="list-style-type: none"> ● .Determine the requirements to achieve the sales forecasts and corresponding costs, taking into account team salaries and variable bonuses, ad sales volume commissions, sales conferences and events, travel, hotel and local conveyance, communication expenses, annual license cost for inventory and billing software. 	<p>Laptop, PowerPoint & white board, marker, projector, Laptop</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	Corresponding NOS Code MES /N 0203	<ul style="list-style-type: none"> • Determine the sequence of activities in terms of their cost implications and expenses for each item. • Prepare a sales budget (either using budgeting/ tabulation software or by hand) with details on required expenses for each activity. • Track the outflow of funds against the budget, highlight variances and escalate issues to key departments (especially the financier) in a coordinated and timely manner. 	
3	Develop advertising sales proposals Theory Duration (hh:mm) 30:00 Practical Duration (hh:mm) 30:00 Corresponding NOS Code MES /N 0204	<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,
4	Acquire and Maintain advertising sales clients Theory Duration (hh:mm)	<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. 	Laptop, white board, marker, projector,

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	40:00 Practical Duration (hh:mm) 50:00 Corresponding NOS Code MES /N 0205	<ul style="list-style-type: none"> 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. 	
5	Manage sales teams Theory Duration (hh:mm) 30:00 Practical Duration (hh:mm) 30:00 Corresponding NOS Code MES /N 0206	<ul style="list-style-type: none"> Develop a sales plan to achieve targets within the designated area of responsibility. Lead, monitor and motivate the sales force to achieve sales targets. Supervise meetings with sales executives to monitor sales activities and suggest ways/methods to improve performance. Prepare a monthly sales performance report. Resolve conflicts and escalate issues (where required) to the Sales Manager 	Handbook, White board, marker, computer system, projector, PPTs
6	Close an Advertising sales order Theory Duration (hh:mm) 40:00 Practical Duration (hh:mm) 50:00 Corresponding NOS Code MES /N 0211	<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. 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 	

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<ul style="list-style-type: none"> 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 manager. 	
7	<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 MIN/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. 	Handbook, White board, marker, computer system, projector, PPTs
	<p>Total Duration 540:00</p> <p>Theory Duration 240:00</p> <p>Practical Duration 300:00</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: **540 Hours, 0 Minutes**



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

Trainer Prerequisites for Job role: “Sales Manager” mapped to Qualification Pack: “MES/ Q 0202, v2.0”

Sr. No.	Area	Details
1	Description	Sales Manager (Media Organization) in the Media & Entertainment Industry is also known as an Area Sales Manager (Media Organization) / Territory Sales Manager (Media Organization). Individuals at this job are responsible to lead sales activities within the designated area of responsibility.
2	Personal Attributes	This job requires the individual to plan, lead, manage and motivate sales teams within the designated area of responsibility to achieve the targets set by the Sales Director. The individual is also required to acquire and maintain key clients, develop/ oversee the development of proposals and close sales orders. The individual is also responsible to create and monitor the sales budget within the area of responsibility.
3	Minimum Educational Qualifications	Preferable Graduate.
4a	Domain Certification	Certified for Job Role: “ <u>Sales Manager</u> ” mapped to QP: “MES/ Q 0202, v1.0”. 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/Q0202”. Minimum accepted % as per respective SSC guidelines is 60%.
5	Experience	Minimum 4 -6 years of experience as <u>Sales Manager</u> .

Annexure: Assessment Criteria

Assessment Criteria	
Job Role	Sales Manager
Qualification Pack	MES/ Q 0202, v1.0
Sector Skill Council	Media & Entertainment

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 0201	Keep apprised with developments in the industry	10%
2	MES/ N 0203	Create and Monitor the Ad sales budget	20%
3	MES/ N 0204	Develop advertising sales proposals	20%
4	MES/ N 0205	Acquire and maintain advertising sales clients.	10%
5	MES/ N 0206	Manage Sales Teams	20%
6	MES/ N 0211	Close an advertising sales order	10%
7	MES / N 0104	Maintain workplace health and safety	10%

			100%
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Job Role	Sales Manager					
NOS CODE	NOS NAME	Performance Criteria			Marks Allocation	
			Total Mark	Out Of	Theory	Skills Practical
MES/ N 0201	keep apprised with developments in the industry	PC1. Monitor any changes or updates in the market.	100	5	5	50
		PC2. Understand the market, its various elements and how they affect the organization		5	0	
		PC3. Translate expectations into effort estimates for each process and prepare a work plan, keeping in mind the impact on the production budget, timelines and technical viability (Supervisor)		10	5	
		PC4. Analyze how these opportunities can be leveraged to benefit the organization		10	5	
		PC5. Identify who the competitors are, who their major clients are and how their activity is changing		10		
		PC6. Extract key facts from formal and informal sources and analyze how it can be used by the organization		10	5	

		PC7. Actively participate in forums and discussions to be able to keep updated with any new changes in the industry/ its practices		10	5	
		PC8. Keep up-to-date with the laws and any other regulations that can apply to the organization		10	5	
		PC9. Keep track of any changes in the industry and how they can be converted into useful opportunities		10	5	
		PC 10. Analyze the market and forecast what the powerful trends would be that can affect the organization in any way		10	5	
		PC11. Keep up-to-date with any changes in policies that can affect the client's business		10	5	
			Total	100	50	50
MES/ N 0203	(Create and Monitor the Ad sales budget)	PC1. Determine the requirements to achieve the sales forecasts and corresponding costs, taking into account team salaries and variable bonuses, ad sales volume commissions, sales conferences and events, travel, hotel and local conveyance, communication expenses, annual license cost for inventory and billing software	100	25	10	50
		PC2. Determine the sequence of activities in terms of their cost implications and expenses for each item		25	10	

		PC3.Prepare a sales budget (either using budgeting/ tabulation software or by hand) with details on required expenses for each activity		25	15	
		PC4.Track the outflow of funds against the budget, highlight variances and escalate issues to key departments (especially the financier) in a coordinated and timely manner		25	15	
			Total	100	50	50
MES/ N 0204	Acquire and maintain advertising sales clients)	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)	100	20	10	50
		PC2.Conduct audience analysis including consumption habits, lifestyles, ratings illustrations and comparison with peers		20	10	
		PC3.Perform costing procedures for key variables and calculate potential adjustments that could be factored in during the negotiation process		20	10	
		PC4.Articulate the sales process and provide recommendations to the client on the relevant legislation, standards and policies		20	10	

		PC5. Develop and submit proposals within the timeframe agreed and in the format requested by the client		20	10	
			Total	100	50	50
MES/ N 0205	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 0206	(Manage sales teams)	PC1. Develop a sales plan to achieve targets within the designated area of responsibility	100	20	10	50
		PC2. Lead, monitor and motivate the sales force to achieve sales targets.		20	10	
		PC3. Supervise meetings with sales executives to monitor sales activities and suggest ways/methods to improve		20	10	

		performance				
		PC4.Prepare a monthly sales performance report		20	10	
		PC5.Resolve conflicts and escalate issues (where required) to the Sales Manager		20	10	
			Total	100	50	50
MES / N 0211	Close an advertising sales order	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 manager		10	5	
			Total	100	50	50
MES/ N 0104	Maintain workplace health and safety	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

