Qualification Pack

Sales Manager

QP Code: MES/Q0202

Version: 3.0

NSQF Level: 6

Media & Entertainment Skills Council || Commercial premises No Ja522, 5th Floor, DLF Tower A, Jasola, New Delhi
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Contents

MES/Q0202: Sales Manager

Brief Job Description

Individuals at this job are responsible to lead sales activities within the designated area of responsibility

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.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. MES/N0201: Keep apprised with developments in the industry

2. MES/N0203: Create and Monitor the Ad sales budget

3. MES/N0204: Develop advertising sales proposals

4. MES/N0205: Acquire and maintain advertising sales clients

5. MES/N0206: Manage Sales Teams

6. MES/N0211: Close an advertising sales order

7. MES/N0104: Maintain Workplace Health & Safety

Qualification Pack (QP) Parameters

Sector	Media & Entertainment
Sub-Sector	Television, Print, Radio, Digital, Out-of-home
Occupation	Ad Sales/Account Management/Scheduling/Traffic
Country	India
NSQF Level	6
Credits	28

Aligned to NCO/ISCO/ISIC Code	NCO 2015- 1221.0602
Minimum Educational Qualification & Experience	Post Graduate OR Graduate (Advertisement/Film) with 1 Year of experience OR Graduate with 1 Year of experience OR Diploma (Three years diploma after Class 12th) with 3 Years of experience OR Certificate-NSQF (Sales Manager at NSQF Level-5) with 2 Years of experience
Minimum Level of Education for Training in School	12th Class
Pre-Requisite License or Training	NA
Minimum Job Entry Age	22 Years
Last Reviewed On	NA
Next Review Date	24/02/2027
NSQC Approval Date	24/02/2022
Version	3.0
Reference code on NQR	2022/ME/MESC/05438
NQR Version	3.0

Remarks:

This QP was approved in 2015 and NSQC Extended it in 2019 without any change in QP. Therefore, NQR code used is of 2019.

MES/N0201: Keep apprised with developments in the industry

Description

This OS unit is about knowing the organization, the competitors and the market well to be able to carry out the job effectively

Elements and Performance Criteria

Monitoring and understanding the market and the competitors and continuously seeking out new opportunities

To be competent, the user/individual on the job must be able to:

PC1. monitor any changes or updates in the market

PC2. understand the market, its various elements and how they affect the organization

PC3. identify new opportunities in the market

PC4. analyze how these opportunities can be leveraged to benefit the organization

PC5. identify who the competitors are, who their major clients are and how their activity is changing

Identifying information needed to carry out the job effectively

To be competent, the user/individual on the job must be able to:

PC6. extract key facts from formal and informal sources and analyze how it can be used by the organization

PC7. actively participate in forums and discussions to be able to keep updated with any new changes in the industry/ its practices

PC8. keep up-to-date with the laws and any other regulations that can apply to the organization

Identifying new innovations and future developments that might benefit the organization or the clients

To be competent, the user/individual on the job must be able to:

PC9. keep track of any changes in the industry and how they can be converted into useful opportunities

PC10. analyze the market and forecast what the powerful trends would be that can affect the organization in any way

PC11. keep up-to-date with any changes in policies that can affect the clients business

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. the brand and the market position of the organization

KU2. organizations capabilities, culture, ways of working and marketing mix

KU3. different business functions in the organization and the various aspects related to the job role

KU4. fundamentals of advertising and marketing

KU5. how to prepare a brief for sales or account teams

KU6. how to present the idea/concept to the client

KU7. how to present the final work-products

KU8. applicable legal and regulatory requirements

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. prepare a brief that effectively encapsulates the idea and its impact

GS2. prepare a brief about the industry trends and how they can impact the client

GS3. prepare client reports and presentations, as required

GS4. prepare a presentation about industry trends for the internal teams

GS5. read and interpret all relevant research information

GS6. liaise with the client and internal teams and ensure that the formers needs are understood and well-executed by the latter

GS7. discuss and finalize the changes in accordance with the industry trends and how they are to be implemented

GS8. review and present final information to the respective teams

GS9. organize discussions/ meetings with the clients or the internal teams as the need may be to analyze market trend

GS10. ensure that the information gathered is relevant to the clients and their business

GS11. tackle issues that may arise due to industry changes and minimize the impact it may have on the organizations functioning

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Monitoring and understanding the market and the competitors and continuously seeking out new opportunities	**20**	**20**	**-**	**-**
PC1. monitor any changes or updates in the market	5	-	-	-
PC2. understand the market, its various elements and how they affect the organization	-	5	-	-
PC3. identify new opportunities in the market	5	5	-	-
PC4. analyze how these opportunities can be leveraged to benefit the organization	5	5	-	-
PC5. identify who the competitors are, who their major clients are and how their activity is changing	5	5	-	-
Identifying information needed to carry out the job effectively	**15**	**15**	**-**	**-**
PC6. extract key facts from formal and informal sources and analyze how it can be used by the organization	5	5	-	-
PC7. actively participate in forums and discussions to be able to keep updated with any new changes in the industry/ its practices	5	5	-	-
PC8. keep up-to-date with the laws and any other regulations that can apply to the organization	5	5	-	-
Identifying new innovations and future developments that might benefit the organization or the clients	**15**	**15**	**-**	**-**
PC9. keep track of any changes in the industry and how they can be converted into useful opportunities	5	5	-	-
PC10. analyze the market and forecast what the powerful trends would be that can affect the organization in any way	5	5	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC11. keep up-to-date with any changes in policies that can affect the clients business	5	5	-	-
NOS Total	**50**	**50**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	MES/N0201
NOS Name	Keep apprised with developments in the industry
Sector	Media & Entertainment
Sub-Sector	Television, Print, Radio, Digital, Out-of-home
Occupation	Ad sales/Account Management/Scheduling/Traffic
NSQF Level	7
Credits	TBD
Version	1.0
Last Reviewed Date	21/11/2014
Next Review Date	24/02/2027
NSQC Clearance Date	24/02/2022

MES/N0203: Create and Monitor the Ad sales budget

Description

This OS unit is about estimating the cost of sales activities, developing a formal budget and monitoring it against actual expenses

Elements and Performance Criteria

Estimating the cost of sales activities and preparing an ad sales budget

To be competent, the user/individual on the job must be able to:

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

PC2. determine the sequence of activities in terms of their cost implications and expenses for each item

PC3. prepare a sales budget (either using budgeting/ tabulation software or by hand) with details on required expenses for each activity

PC4. track the outflow of funds against the budget, highlight variances and escalate issues to key departments (especially the financer) in a coordinated and timely manner

Monitoring an ad sales budget

To be competent, the user/individual on the job must be able to:

PC5. track the outflow of funds against the budget, highlight variances and escalate issues to key departments (especially the financer) in a coordinated and timely manner

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. the requirements to achieve the sales forecasts and corresponding costs

KU2. the sales expenses for previous years and reasons for variations between targets and actuals

KU3. how to estimate the sales efforts that would be required to achieve the targets and determine the associated costs

KU4. the limitations on the total sales budget and/or the budget for specific cost centers, as well as the organizations working capital needs

KU5. how to break down each task/ activity into cost heads

KU6. the expected, realistic outflow against each activity cost head (using a combination of prior experience, discussions with potential suppliers/vendors and any specificities of the location where the expenses will be incurred)

KU7. how to compile each activity cost head into a consolidated budget, with summary sheets by type of cost, type of activity and any other key summaries that are required

KU8. the typical areas of overruns and how to build in adequate contingency into the budget

KU9.   applicable procurement methods and vendor/ supplier contracts that would need to be used for various cost heads

KU10. how to document any variances to the budget that do occur (either on the expense incurred or the timing of the expense). this needs to be escalated to the financer and resolved

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1.   prepare and document a sales budget (on paper or using a computer)

GS2.   read/research the organizations prior budgets and requirements

GS3.   undertake background research and collect information on expense items

GS4.   discuss and agree on the sales budget with the financier

GS5.   understand the brief from the financer and any constraints/ limitations on the budget

GS6.   communicate the final budget to key decision makers, financiers and members of the sales team

GS7.   make relevant decisions related to sales activities required to achieve sales forecasts for the year e.g. events, locations, conferences

GS8.   how to plan expenses and outflow of finances in a manner that is cost effective

GS9.   how to track the sales budget, ensure activities stay within the agreed budget and minimize overruns

GS10. how to assess the impact of selecting sales activities and its impact on the budget requirements

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Estimating the cost of sales activities and preparing an ad sales budget	**40**	**40**	**-**	**-**
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	10	10	-	-
PC2. determine the sequence of activities in terms of their cost implications and expenses for each item	10	10	-	-
PC3. prepare a sales budget (either using budgeting/ tabulation software or by hand) with details on required expenses for each activity	10	10	-	-
PC4. track the outflow of funds against the budget, highlight variances and escalate issues to key departments (especially the financer) in a coordinated and timely manner	10	10	-	-
Monitoring an ad sales budget	**10**	**10**	**-**	**-**
PC5. track the outflow of funds against the budget, highlight variances and escalate issues to key departments (especially the financer) in a coordinated and timely manner	10	10	-	-
NOS Total	**50**	**50**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	MES/N0203
NOS Name	Create and Monitor the Ad sales budget
Sector	Media & Entertainment
Sub-Sector	Television, Print, Radio, Digital, Out-of-home
Occupation	Ad sales/Account Management/Scheduling/Traffic
NSQF Level	7
Credits	TBD
Version	1.0
Last Reviewed Date	21/11/2014
Next Review Date	24/02/2027
NSQC Clearance Date	24/02/2022

MES/N0204: Develop advertising sales proposals

Description

This OS unit is about developing sales proposals for advertising sales

Elements and Performance Criteria

Developing advertising sales proposals for media agencies and leading companies across industry sectors

To be competent, the user/individual on the job must be able to:

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)

PC2. conduct audience analysis including consumption habits, lifestyles, ratings illustrations and comparison with peers

PC3. perform costing procedures for key variables and calculate potential adjustments that could be factored in during the negotiation process

PC4. articulate the sales process and provide recommendations to the client on the relevant legislation, standards and policies

PC5. develop and submit proposals within the timeframe agreed and in the format requested by the client

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. pricing policies at the organization

KU2. The sales process being followed by the organization

KU3. The key activities involved in sales processes and collections

KU4. Applicable legal and confidentiality guidelines, procedures and terms and

KU5. conditions

KU6. How to set-up and take down working platforms required to complete the job

KU7. How to select the right adhesives based on the identified surface and choice of metal leaf to be applied

KU8. Techniques for correctly placing and applying metal leaf

KU9. Techniques for burnishing, buffing and polishing the surface to achieve a uniform metallic finish

KU10. Check for any defects, blotches or marks and repair them to achieve the required finish

KU11. Applicable health and safety guidelines, and minimizing the risk to the individuals own health and safety as well as those around him/ her

KU12. advertisement rates for the spectrum of advertising possibilities available

KU13. discount percentages and when they apply

KU14. the products/services offered by your organization as opposed to those by your competitors

KU15. organizational policies for constructing proposals and submitting recommendations, including a propsals format, readability, the imperatives it must incorporate and the terms and conditions for serving different clients.

KU16. departments within the organization that may provide information and assistance in preparing the proposal e.g. marketing, production

KU17. ad-rates and how variables (like reach/time-spent, readership, listenership/time-spent, page views, impressions, occupancy/availability, client credit limit) influence them

KU18. how to read and analyse audience and market information and derive trends that can aid development of proposals

KU19. fundamentals of Microsoft Office tools, especially Microsoft PowerPoint

KU20. advertisement value calculation methods

KU21. how to develop and deliver advertising packages for single/multiple mediums i.e. channels/stations/publications/websites/assets; and platforms i.e. across television, radio, print and digital

KU22. how advertisement innovations and variations affect advertisement rates

KU23. how to calculate key metrics such as inventory fill-rate, overall effective rates and discount ratios

KU24. relevant legislation, organizational practices, and ethical standards

KU25. data banks and statistical tools that will enhance the proposal

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. construct proposals that showcase the advantages of advertising via your organization, and adequately sell the developed solution

GS2. Generate and maintain reports on billing and collections

GS3. inventory sold, rate at which sold, average debtors etc.

GS4. Convey the estimated resource requirements (time, people, materials, budget) and any constraints/ limitations

GS5. Make relevant decisions related to the area of work

GS6. Plan his/her work according to the requirements and agreed timelines

GS7. Manage within the agreed budget and minimize wastage

GS8. Identify any problems with successful execution of the task

GS9. Communicate these to the production design team and identify solutions

GS10. check that the work done meets project requirements

GS11. Have a keen eye for detail and maintain an aesthetic sense towards the final output

GS12. Appraise the quality of the work done to ensure it is in line with initial concept and quality standards

GS13. develop an understanding of the clients business, competitors, and customers, and relate them to the organisations service offering

GS14. research competitors offerings so as to be able to communicate a competitive advantage over the competition

GS15. read and gather reference information from proposals developed in the past

GS16. laise with relevant departments within the organization for data-points and information to put the proposal together

GS17. plan work to be able to prepare proposals within the time-frame

GS18. maintain a database of proposals developed previously

GS19. construct proposals and provide recommendations based on the clients needs and within the budget available for advertising

GS20. conduct a comparative analysis between the services of the organization and those of the competitors

GS21. analyze feedback from internal stakeholders and clients to help improve future proposals

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Developing advertising sales proposals for media agencies and leading companies across industry sectors	**50**	**50**	-	-
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)	10	10	-	-
PC2. conduct audience analysis including consumption habits, lifestyles, ratings illustrations and comparison with peers	10	10	-	-
PC3. perform costing procedures for key variables and calculate potential adjustments that could be factored in during the negotiation process	10	10	-	-
PC4. articulate the sales process and provide recommendations to the client on the relevant legislation, standards and policies	10	10	-	-
PC5. develop and submit proposals within the timeframe agreed and in the format requested by the client	10	10	-	-
NOS Total	**50**	**50**	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	MES/N0204
NOS Name	Develop advertising sales proposals
Sector	Media & Entertainment
Sub-Sector	Television, Print, Radio, Digital, Out-of-home
Occupation	Ad sales/Account Management/Scheduling/Traffic
NSQF Level	4
Credits	3
Version	1.0
Last Reviewed Date	21/11/2014
Next Review Date	24/02/2027
NSQC Clearance Date	24/02/2022

MES/N0205: Acquire and maintain advertising sales clients

Description

This OS unit is about attracting and maintaining potential advertising sales clients.

Elements and Performance Criteria

To be competent, the user/individual on the job must be able to:

PC1. identify potential clients and build a client base through personal networks, and through primary and secondary research

PC2. understand the clients need to advertise in a particular market

PC3. analyze the types resources available in a particular market

PC4. market the credibility and track record of your organization to potential clients, and sell them the benefits of advertising through it

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. features and characteristics of the organization/services and its competitive advantages and weaknesses in comparison with peers

KU2. The sales process being followed by the organization

KU3. The key activities involved in sales processes and collections

KU4. Applicable legal and confidentiality guidelines, procedures and terms and

KU5. conditions

KU6. How to set-up and take down working platforms required to complete the job

KU7. How to select the right adhesives based on the identified surface and choice of metal leaf to be applied

KU8. Techniques for correctly placing and applying metal leaf

KU9. Techniques for burnishing, buffing and polishing the surface to achieve a uniform metallic finish

KU10. Check for any defects, blotches or marks and repair them to achieve the required finish

KU11. Applicable health and safety guidelines, and minimizing the risk to the individuals own health and safety as well as those around him/ her

KU12. the exposure (reach, readership, listenership, page-views) that the company provides in different markets in comparison with peers

KU13. the companys sales strategy, targets, and objectives

KU14. the companys sales processes and inventory management practices

KU15. the fundamentals of marketing and advertising

KU16. the market and industry that clients operate in

KU17. how to read and analyze audience and market information and derive trends that can be used to pitch to potential clients

KU18. the audience for different markets, day parts/publications/online pages

KU19. how to make use of probing/questioning techniques to identify clients needs

KU20. how to position the brand value of the organization in relation to peers

KU21. how to position the companys offering effectively to a potential client

KU22. how to identify sales opportunities while managing existing client relationships

KU23. life-time client value measurement methods

KU24. applicable legal and regulatory guidelines

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. organize and store documentation detailing correspondence and conversations with clients, and any agreements that may have been reached

GS2. Generate and maintain reports on billing and collections

GS3. inventory sold, rate at which sold, average debtors etc.

GS4. Convey the estimated resource requirements (time, people, materials, budget) and any constraints/ limitations

GS5. Make relevant decisions related to the area of work

GS6. Plan his/her work according to the requirements and agreed timelines

GS7. Manage within the agreed budget and minimize wastage

GS8. Identify any problems with successful execution of the task

GS9. Communicate these to the production design team and identify solutions

GS10. check that the work done meets project requirements

GS11. Have a keen eye for detail and maintain an aesthetic sense towards the final output

GS12. Appraise the quality of the work done to ensure it is in line with initial concept and quality standards

GS13. archive information about clients that may be beneficial in strengthening relationships with them in the future

GS14. create and maintain client databases

GS15. research the clients business, industry, product/service, target market and past marketing efforts

GS16. gather information on the consumption habits of the target audience

GS17. research the services offered by competitors and their business model

GS18. identify and network with potential clients through personal networks, recommendations from existing clients, cold calls, industry events

GS19. make contact and build rapport with identified potential clients

GS20. network with content production teams to identify opportunities for media integrations

GS21. assess the costs, risks, benefits and long-term prospects of establishing a professional relationship with a potential client, and decide whether to initiate contact

GS22. use life-time value/profitability measurement techniques (to establish customer value)

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	50	**50**	-	-
PC1. identify potential clients and build a client base through personal networks, and through primary and secondary research	15	10	-	-
PC2. understand the clients need to advertise in a particular market	10	15	-	-
PC3. analyze the types resources available in a particular market	10	15	-	-
PC4. market the credibility and track record of your organization to potential clients, and sell them the benefits of advertising through it	15	10	-	-
NOS Total	**50**	**50**	-	-

National Occupational Standards (NOS) Parameters

NOS Code	MES/N0205
NOS Name	Acquire and maintain advertising sales clients
Sector	Media & Entertainment
Sub-Sector	Television, Print, Radio, Digital, Out-of-home
Occupation	Ad sales/Account Management/Scheduling/Traffic
NSQF Level	4
Credits	3
Version	1.0
Last Reviewed Date	21/11/2014
Next Review Date	24/02/2027
NSQC Clearance Date	24/02/2022

MES/N0206: Manage Sales Teams

Description

This OS unit is about planning and monitoring efforts of the sales teams within the designated area of responsibility

Elements and Performance Criteria

Manage sales teams and monitor achievement of targets

To be competent, the user/individual on the job must be able to:

PC1. develop a sales plan to achieve targets within the designated area of responsibility

PC2. lead, monitor and motivate the sales force to achieve sales targets

PC3. supervise meetings with sales executives to monitor sales activities and suggest ways/methods to improve performance

PC4. prepare a monthly sales performance report

PC5. resolve conflicts and escalate issues (where required) to the sales director

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. the overall sales strategy, plan and budget

KU2. the sales forecast and targets for each segment

KU3. features and characteristics of the organization/services and its competitive advantages and weaknesses in comparison with peers

KU4. the manpower resources available, their capabilities, roles and responsibilities

KU5. the customers in each segment and their estimated spends

KU6. the competitors corresponding sales performance

KU7. how to develop an area-wise sales vision and plan

KU8. how to apply different methods to motivate people and empower them with the skills and knowledge to achieve sales targets

KU9. the methods of receiving feedback from customers

KU10. how to foster an environment of creativity and innovation

KU11. tools/techniques to analyze data, understand trends and improve sales performance

KU12. training methodologies such as case-studies, role plays, simulations

KU13. applicable legal and regulatory requirements

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. prepare the sales vision and plan for the given area of responsibility using the manpower and financial resources available

GS2. document sales targets at an individual level

GS3. prepare sales reports on a monthly/quarterly basis that track actual performance by and estimate yearly revenues on the basis of actual sales by segment. highlight deviations/ problem areas (if any)

GS4. read and understand the overall sales strategy, plan, forecasts and targets

GS5. read and understand the historical sales targets and actual sales reports

GS6. communicate sales targets and plans to the sales force, as appropriate, and ensure they understand the importance of achieving them in the context of meeting the overall objectives of the organization

GS7. motivate the sales force to achieve targets and empower them with the tools and techniques to improve sales performance

GS8. attend key sales meetings and help the team bring in new clients, handle tough negotiations and close deals

GS9. escalate issues (if required) to the sales director (media organization)

GS10. take relevant decisions within the given area of responsibility to achieve sales objectives, forecasts and targets

GS11. develop area-wise sales plan with realistic timelines to achieve sales targets

GS12. identify issues that may arise during the sales process and find solutions to address them

GS13. escalate key issues to the sales director (media organization) (if required)

GS14. analyze actual and historical sales performance and determine key trends that could aid in decision-making/ course correction to achieve sales targets

GS15. monitor sales team during actual sales meetings and determine/ suggest new and innovative ways to improve sales performance

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Manage sales teams and monitor achievement of targets	**50**	**50**	-	-
PC1. develop a sales plan to achieve targets within the designated area of responsibility	10	10	-	-
PC2. lead, monitor and motivate the sales force to achieve sales targets	10	10	-	-
PC3. supervise meetings with sales executives to monitor sales activities and suggest ways/methods to improve performance	10	10	-	-
PC4. prepare a monthly sales performance report	10	10	-	-
PC5. resolve conflicts and escalate issues (where required) to the sales director	10	10	-	-
NOS Total	**50**	**50**	-	-

National Occupational Standards (NOS) Parameters

NOS Code	MES/N0206
NOS Name	Manage Sales Teams
Sector	Media & Entertainment
Sub-Sector	Television, Print, Radio, Digital, Out-of-home
Occupation	Ad sales/Account Management/Scheduling/Traffic
NSQF Level	7
Credits	TBD
Version	1.0
Last Reviewed Date	21/11/2014
Next Review Date	24/02/2027
NSQC Clearance Date	24/02/2022

MES/N0211: Close an advertising sales order

Description

This OS unit is about negotiating and closing the advertising sales transaction and finalizing the relevant documentation and sales contracts

Elements and Performance Criteria

Element Performance Criteria Negotiating and closing an advertising sale deal

To be competent, the user/individual on the job must be able to:

PC1. provide a convincing proposition to the client and negotiate to derive the maximum revenue from the available inventory

PC2. ensure that the advertisement rates are higher or equal to the benchmark rates set by the organization

PC3. negotiate volume discounts with agencies to sell inventory in advance at rates that are in line with benchmark discount rates set by the organisation

PC4. identify opportunities to cross-sell other sources of revenue such as media integrations, events and activations etc.

Coordinating with internal teams

To be competent, the user/individual on the job must be able to:

PC5. draft sales agreements/contracts and liaise with the legal team to vet them

PC6. make arrangements with the relevant teams within the organization to ensure execution of the contract

PC7. troubleshoot and manage client crises through effective communication and team support

Communicating clearly with the clients

To be competent, the user/individual on the job must be able to:

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

PC9. clearly communicate the scope of the agreement with the client and set out realistic expectations regarding effectiveness of the advertising

Timely collection of dues owed by clients

To be competent, the user/individual on the job must be able to:

PC10. monitor billing details and outstanding dues, ensuring that dues are collected on time through the respective sales manager

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. features and characteristics of the organization/services and its competitive advantages and weaknesses in comparison with peers

KU2. the organisations total and available advertising inventory

KU3. the organizations benchmark advertisement rates and discount rates

KU4. the procedures in place for negotiating sales contracts

KU5. acceptable modes of payment and credit periods, as per the organisations accounting and finance policies

KU6. fundamentals of sales, marketing and advertising

KU7. extensive knowledge of the industry in which the organization operates

KU8. record and manage daily sales mis

KU9. how to carry out a cost-benefit analysis to build a case for barter contracts

KU10. persuasive selling techniques

KU11. multiple-media selling, up-selling, and add-on sale techniques

KU12. how to identify buying signals (given by client) and act upon them in an appropriate manner

KU13. how to draft a sales agreement and other standard contracts

KU14. country-specific regulations and terms

KU15. applicable legal and ethical standards

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. draft sales agreements listing out terms of sale as negotiated with the client

GS2. undertake background research on the client

GS3. analyze details of preliminary proposals submitted to the client

GS4. read and draw references from sales agreements and proposals drawn up in the past

GS5. effectively negotiate business and financial terms with the client

GS6. deploy smart-selling and persuasive techniques to convince clients and respond to queries effectively

GS7. liaise with the legal department to vet and finalise sales agreements

GS8. communicate client requirements to the relevant teams (e.g. creative/production/back-end sales/traffic etc.) to ensure that the commitments made are met

GS9. decide on the appropriate advertisement rate and discount for each client, ensuring that the maximum value is obtained from the available inventory

GS10. develop and employ a contingency plan should negotiations fall through

GS11. ensure that the clients needs and objectives are met, and the terms of the deal are mutually beneficial

GS12. identify issues that may arise during the sales process and find solutions to address them

GS13. capably manage and deal with client objections regarding the proposal

GS14. determine the need and benefits of barter deals and volume discounts prior to entering into them

GS15. analyse the negotiation process and determine new and innovative ways to close deals

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Element Performance Criteria Negotiating and closing an advertising sale deal	**20**	**20**	-	-
PC1. provide a convincing proposition to the client and negotiate to derive the maximum revenue from the available inventory	5	5	-	-
PC2. ensure that the advertisement rates are higher or equal to the benchmark rates set by the organization	5	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 organisation	5	5	-	-
PC4. identify opportunities to cross-sell other sources of revenue such as media integrations, events and activations etc.	5	5	-	-
Coordinating with internal teams	**15**	**15**	-	-
PC5. draft sales agreements/contracts and liaise with the legal team to vet them	5	5	-	-
PC6. make arrangements with the relevant teams within the organization to ensure execution of the contract	5	5	-	-
PC7. troubleshoot and manage client crises through effective communication and team support	5	5	-	-
Communicating clearly with the clients	**10**	**10**	-	-
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	5	5	-	-
PC9. clearly communicate the scope of the agreement with the client and set out realistic expectations regarding effectiveness of the advertising	5	5	-	-
Timely collection of dues owed by clients	**5**	**5**	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. monitor billing details and outstanding dues, ensuring that dues are collected on time through the respective sales manager	5	5	-	-
NOS Total	**50**	**50**	**-**	**-**

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	MES/N0211
NOS Name	Close an advertising sales order
Sector	Media & Entertainment
Sub-Sector	Television, Print, Radio, Digital, Out-of-home
Occupation	Ad sales/Account Management/Scheduling/Traffic
NSQF Level	4
Credits	3
Version	1.0
Last Reviewed Date	21/11/2014
Next Review Date	24/02/2027
NSQC Clearance Date	24/02/2022

MES/N0104: Maintain Workplace Health & Safety

Description

This OS unit is about contributing towards maintaining a healthy, safe and secure working environment

Elements and Performance Criteria

Understanding the health, safety and security risks prevalent in the workplace

To be competent, the user/individual on the job must be able to:

PC1. understand and comply with the organizations current health, safety and security policies and procedures

PC2. understand the safe working practices pertaining to own occupation

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

PC4. participate in organization health and safety knowledge sessions and drills

Knowing the people responsible for health and safety and the resources available

To be competent, the user/individual on the job must be able to:

PC5. identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency

PC6. identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms

Identifying and reporting risks

To be competent, the user/individual on the job must be able to:

PC7. identify aspects of your workplace that could cause potential risk to own and others health and safety

PC8. ensure own personal health and safety, and that of others in the workplace though precautionary measures

PC9. identify and recommend opportunities for improving health, safety, and security to the designated person

PC10. report any hazards outside the individuals authority to the relevant person in line with organizational procedures and warn other people who may be affected

Complying with procedures in the event of an emergency

To be competent, the user/individual on the job must be able to:

PC11. follow organizations emergency procedures for accidents, fires or any other natural calamity in case of a hazard

PC12. identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. Organizations norms and policies relating to health and safety

KU2. Government norms and policies regarding health and safety and related emergency procedures

KU3. Limits of authority while dealing with risks/ hazards

KU4. The importance of maintaining high standards of health and safety at a workplace

KU5. The different types of health and safety hazards in a workplace

KU6. Safe working practices for own job role

KU7. Evacuation procedures and other arrangements for handling risks

KU8. Names and contact numbers of people responsible for health and safety in a workplace

KU9. How to summon medical assistance and the emergency services, where necessary

KU10. Vendors or manufacturers instructions for maintaining health and safety while using equipment, systems and/or machines

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. how to write and provide feedback regarding health and safety to the concerned people

GS2. how to write and highlight potential risks or report a hazard to the concerned people

GS3. read instructions, policies, procedures and norms relating to health and safety

GS4. highlight potential risks and report hazards to the designated people

GS5. listen and communicate information with all anyone concerned or affected

GS6. make decisions on a suitable course of action or plan

GS7. plan and organize people and resources to deal with risks/ hazards that lie within the scope of ones individual authority

GS8. apply problem solving approaches in different situations

GS9. understand hazards that fall within the scope of individual authority and report all hazards that may supersede ones authority

GS10. apply balanced judgments in different situations

GS11. How to write and provide feedback regarding health and safety to the concerned people

GS12. How to write and highlight potential risks or report a hazard to the concerned people

GS13. Read instructions, policies, procedures and norms relating to health and safety

GS14. Highlight potential risks and report hazards to the designated people

GS15. Listen and communicate information with all anyone concerned or affected

GS16. Make decisions on a suitable course of action or plan

GS17. Plan and organize people and resources to deal with risks/ hazards that lie within the scope of ones individual authority

GS18. Apply problem solving approaches in different situations

GS19. build and maintain positive and effective relationships with colleges and customers

GS20. analyze data and activites

GS21. Understand hazards that fall within the scope of individual authority and report all hazards that may supersede ones authority

GS22. Apply balanced judgments in different situations

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Understanding the health, safety and security risks prevalent in the workplace	**15**	**15**	**-**	**-**
PC1. understand and comply with the organizations current health, safety and security policies and procedures	5	5	-	-
PC2. understand the safe working practices pertaining to own occupation	5	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	3	2	-	-
PC4. participate in organization health and safety knowledge sessions and drills	2	3	-	-
Knowing the people responsible for health and safety and the resources available	**10**	**10**	**-**	**-**
PC5. identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency	5	5	-	-
PC6. identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms	5	5	-	-
Identifying and reporting risks	**18**	**17**	**-**	**-**
PC7. identify aspects of your workplace that could cause potential risk to own and others health and safety	5	5	-	-
PC8. ensure own personal health and safety, and that of others in the workplace though precautionary measures	5	5	-	-
PC9. identify and recommend opportunities for improving health, safety, and security to the designated person	3	2	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. report any hazards outside the individuals authority to the relevant person in line with organizational procedures and warn other people who may be affected	5	5	-	-
Complying with procedures in the event of an emergency	**7**	**8**	**-**	**-**
PC11. follow organizations emergency procedures for accidents, fires or any other natural calamity in case of a hazard	5	5	-	-
PC12. identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority	2	3	-	-
NOS Total	**50**	**50**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	MES/N0104
NOS Name	Maintain Workplace Health & Safety
Sector	Media & Entertainment
Sub-Sector	Film, Television, Animation, Gaming, Radio, Advertising
Occupation	Ad sales/Account Management/Scheduling/Traffic
NSQF Level	5
Credits	2
Version	1.0
Last Reviewed Date	30/12/2021
Next Review Date	24/02/2027
NSQC Clearance Date	24/02/2022

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Element/ Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each Element/ PC.

2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.

3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.

4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).

5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/ training center based on these criteria.

6. To pass the Qualification Pack assessment, every trainee should score the Recommended Pass % aggregate for the QP.

7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

Minimum Aggregate Passing % at QP Level : 70

(**Please note**: Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
MES/N0201.Keep apprised with developments in the industry	50	50	-	-	100	15
MES/N0203.Create and Monitor the Ad sales budget	50	50	-	-	100	15
MES/N0204.Develop advertising sales proposals	50	50	-	-	100	15
MES/N0205.Acquire and maintain advertising sales clients	50	50	-	-	100	15
MES/N0206.Manage Sales Teams	50	50	-	-	100	15
MES/N0211.Close an advertising sales order	50	50	-	-	100	15
MES/N0104.Maintain Workplace Health & Safety	50	50	-	-	100	10
Total	**350**	**350**	**-**	**-**	**700**	**100**

Acronyms

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training

Glossary

Sector	Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Occupation	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the Knowledge and Understanding (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria (PC)	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
National Occupational Standards (NOS)	NOS are occupational standards which apply uniquely in the Indian context.
Qualifications Pack (QP)	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
Unit Code	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
Unit Title	Unit title gives a clear overall statement about what the incumbent should be able to do.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on quality of performance required.

Knowledge and Understanding (KU)	Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.
Organisational Context	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/ Generic Skills (GS)	Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
Electives	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
Options	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.