

## QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

### What are Occupational Standards(OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding



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## Introduction

### Qualifications Pack-Sales Executive (Media Org)

**SECTOR:** MEDIA AND ENTERTAINMENT

**SUB-SECTOR:** Television, Print, Radio, Digital, Out-of-home

**OCCUPATION:** Ad Sales / Account Management/ Scheduling/ Traffic

**REFERENCE ID:** MES/ Q 0203

**ALIGNED TO:** NCO- 2015- 2431.0651

**Sales Executive (Media Organization) in the Media & Entertainment Industry is also known as an Ad Sales Executive (Media Organization)**

**Brief Job Description:** Individuals at this job are responsible to close sales transactions with new and existing clients

**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.

#### Contact Us:

Media & Entertainment Skills Council

E-mail:

[info@mescindia.org](mailto:info@mescindia.org)



|                                 |   |                         |                 |
|---------------------------------|---|-------------------------|-----------------|
| <b>Qualifications Pack Code</b> | <b>MES/ Q 0203</b>  |                         |                 |
| <b>Job Role</b>                 | <b>Sales Executive (Media Organization)</b><br>This job role is applicable in both national and international scenarios |                         |                 |
| <b>Credits(NSQF)</b>            | <b>TBD</b>  | <b>Version number</b>   | <b>1.0</b>      |
| <b>Sector</b>                   | <b>Media and Entertainment</b>  | <b>Drafted on</b>       | <b>09/11/14</b> |
| <b>Sub-sector</b>               | <b>Television, Print, Radio, Digital, Out-of-home</b>   | <b>Last reviewed on</b> | <b>20/03/18</b> |
| <b>Occupation</b>               | <b>Ad Sales / Account Management/ Scheduling/ Traffic</b>   | <b>Next review date</b> | <b>20/03/20</b> |
| <b>NSQC Clearance on</b>        | <b>28/09/2015</b>   |                         |                 |

|   |  |
|---|--|
| <b>Job Role</b>   | <b>Sales Executive (Media Organization)</b>  |
| <b>Role Description</b>                                 | Close sales transactions with new and existing clients   |
| <b>NSQF level</b>                                       | 4  |
| <b>Minimum Educational Qualifications</b>               | Class XII  |
| <b>Maximum Educational Qualifications</b>               | Graduate   |
| <b>Training</b><br>(Suggested but not mandatory)        | Customer Relationship Management, Selling techniques   |
| <b>Experience</b>                                       | 1-3 years  |
| <b>Applicable National Occupational Standards (NOS)</b> | <p><b>Compulsory:</b></p> <ol style="list-style-type: none"> <li><a href="#">MES / N 0204 (Develop advertising sales proposals)</a></li> <li><a href="#">MES / N 0205 (Acquire and maintain advertising sales clients)</a></li> <li><a href="#">MES / N 0211 (Close an advertising sales order)</a></li> <li><a href="#">MES / N 0104 (Maintain workplace health and safety)</a></li> </ol> <p><b>Optional:</b> N.A.</p> |
| <b>Performance Criteria</b>                             | As described in the relevant OS units  |

| Definitions     | Keywords /Terms  | Description   |
|-----------------|--|---|
|                 | Ad views   | Total number of times the advertisement has been seen by the audience |
| Barter          | An offer in which advertisement space/time is exchanged for goods/ non-monetary consideration  |   |
| Billing         | The total invoiced value payable by the client for the advertisement time/space purchased  |   |
| Budget          | Budget is an estimate of the total cost of production that may include a break-up of cost components   |   |
| Campaign        | Advertisement effort across media platforms, planned during a specific time period   |   |
| Day parts       | Specific time-slots during the day   |   |
| Effective rate  | The final advertisement rate offered to the client after discounts   |   |
| Frequency       | The number of times the audience is exposed to an advertisement in a particular medium   |   |
| Make-good       | A repeat run of an advertisement to compensate for an error or omission by the broadcaster   |   |
| Market share    | The share of the company in the total market of a product/service  |   |
| Media buyer     | An individual handling purchases of advertising space/time across advertising mediums  |   |
| Media planner   | An individual skilled in selecting and determining the correct use of advertising space/media on behalf of an advertiser   |   |
| Rate            | The fee for a unit of advertisement space or time  |   |
| Reach           | The total size of the audience that the medium is able to communicate with   |   |
| Sales Forecast  | Predictions and estimates based on historical sales performance using trends and assumptions for the current period  |   |
| Schedule        | A list of advertisements planned to be a part of the campaign  |   |
| Sponsorship     | Paid advertising in the form of specifically generated programming/content advertising for the product/service of the client   |   |
| Target Audience | Set of individuals with similar characteristics that are prospective customers of the advertisers' product/service   |   |
| Target Market   | The geographic area over which the advertising campaign is focused   |   |
| Sector          | Sector is a conglomeration of different business operations having similar businesses 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.   |   |
| Vertical        | Vertical may exist within a sub-sector representing different domain areas or the client industries served by the industry.  |   |
| Occupation      | Occupation is a set of job roles, which perform similar/related set of functions in an industry  |   |
| Function        | Function is an activity necessary for achieving the key purpose of the sector, occupation, or area of work, which can be carried out by a person or a group of persons. Functions are identified through functional analysis and form the basis of OS. |   |

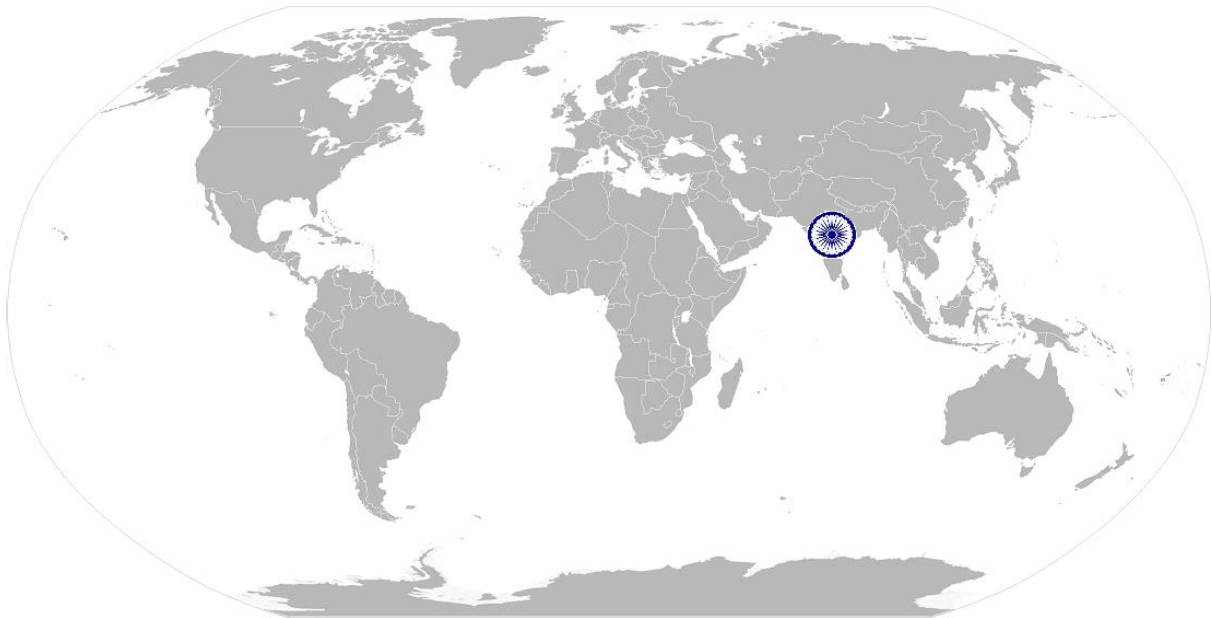
Acronyms

|                                       |   |
|---------------------------------------|---|
| Sub-functions                         | Sub-functions are sub-activities essential to fulfill the achieving the objectives of the function.   |
| Job role                              | Job role defines a unique set of functions that together form a unique employment opportunity in an organization.   |
| 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 they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts. |
| Performance Criteria                  | Performance Criteria 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 Code              | Qualifications Pack Code is a unique reference code that identifies a qualifications pack.  |
| Qualifications Pack(QP)               | Qualifications Pack comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A Qualifications Pack is assigned a unique qualification 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 the 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 the quality of performance required.   |
| Knowledge and Understanding           | Knowledge and Understanding are statements which together specify the technical, generic, professional and organizational specific knowledge that an individual needs in order to perform to the required standard.   |
| Organizational Context                | Organizational Context includes the way the organization 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            | Core Skills or Generic Skills are a group of skills that are key to learning and working 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.           |

Acronyms

|       |  |
|-------|--|
| NOS   | National Occupational Standard(s)                      |
| QP    | Qualifications Pack                                    |
| NSQF  | National Skill Qualifications Framework                |
| NVEQF | National Vocational Education Qualifications Framework |
| NVQF  | National Vocational Qualifications Framework           |

# National Occupational Standard



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## Overview

This unit is about developing sales proposals for advertising sales

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|---|--|
| <b>Unit Code</b>  | MES/ N 0204  |
| <b>Unit Title (Task)</b>  | Develop advertising sales proposals  |
| <b>Description</b>  | This OS unit is about developing sales proposals for advertising sales   |
| <b>Scope</b>  | <p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>Developing advertising sales proposals for media agencies and leading companies across industry sectors <ul style="list-style-type: none"> <li>Across any of the following mediums: Television, Print, Radio, Digital, Out-of-home</li> </ul> </li> </ul>   |
| <b>Performance Criteria (PC) w.r.t. the Scope</b>   |  |
| <b>Element</b>  | <b>Performance Criteria</b>  |
| Developing advertising sales proposals for media agencies and leading companies across industry sectors | <p>To be competent, the user/individual on the job must be able to:</p> <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> |
| <b>Knowledge and Understanding (K)</b>  |  |
| <b>A. Organizational Context</b><br>(Knowledge of the company / organization and its processes)         | <p>The user/individual on the job needs to know and understand:</p> <p>KA1. Pricing policies at the organization</p> <p>KA2. Advertisement rates for the spectrum of advertising possibilities available</p> <p>KA3. Discount percentages and when they apply</p> <p>KA4. The products/services offered by your organization as opposed to those by your competitors</p> <p>KA5. Organizational policies for constructing proposals and submitting recommendations, including a proposal's format, readability, the imperatives it must incorporate and the terms and conditions for serving different clients.</p> <p>KA6. Departments within the organization that may provide information and assistance in preparing the proposal e.g. marketing, production</p>   |
| <b>B. Technical Knowledge</b>   | <p>The user/individual on the job needs to know and understand:</p> <p>KB1. Ad-rates and how variables (like reach/time-spent, readership, listenership/time-spent, page views, impressions, occupancy/availability, client credit limit) influence them</p> <p>KB2. How to read and analyse audience and market information and derive trends that can aid development of proposals</p> <p>KB3. Fundamentals of Microsoft Office tools, especially Microsoft PowerPoint</p> <p>KB4. Advertisement value calculation methods</p>   |

MES/ N 0204

Develop advertising sales proposals

|  |   |
|--|---|
|  | <p>KB5. 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</p> <p>KB6. How advertisement innovations and variations affect advertisement rates</p> <p>KB7. How to calculate key metrics such as inventory fill-rate, overall effective rates and discount ratios</p> <p>KB8. Relevant legislation, organizational practices, and ethical standards</p> <p>KB9. Data banks and statistical tools that will enhance the proposal</p> |
| <b>Skills (S) (Optional)</b>   |   |
| <p><b>A. Core Skills/<br/>Generic Skills</b></p>   | <p><b>Writing Skills</b></p>  |
|  | <p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. Construct proposals that showcase the advantages of advertising via your organization, and adequately sell the developed solution</p>  |
|  | <p><b>Reading Skills</b></p>  |
|  | <p>The user/individual on the job needs to know and understand how to:</p> <p>SA2. Develop an understanding of the client's business, competitors, and customers, and relate them to the organisation's service offering</p> <p>SA3. Research competitors' offerings so as to be able to communicate a competitive advantage over the competition</p> <p>SA4. Read and gather reference information from proposals developed in the past</p>  |
|  | <p><b>Oral Communication (Listening and Speaking skills)</b></p>  |
| <p>The user/individual on the job needs to know and understand how to:</p> <p>SA5. Liaise with relevant departments within the organization for data-points and information to put the proposal together</p> |   |
| <p><b>B. Professional Skills</b></p>   | <p><b>Plan and Organize</b></p>   |
|  | <p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Plan work to be able to prepare proposals within the time-frame</p> <p>SB2. Maintain a database of proposals developed previously</p>  |
|  | <p><b>Customer Centricity</b></p>   |
|  | <p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. Construct proposals and provide recommendations based on the client's needs and within the budget available for advertising</p>  |
|  | <p><b>Analytical Thinking</b></p>   |
|  | <p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. Conduct a comparative analysis between the services of the organization and those of the competitors</p>   |
|  | <p><b>Critical Thinking</b></p>   |
|  | <p>The user/individual on the job needs to know and understand how to:</p> <p>SB5. Analyze feedback from internal stakeholders and clients to help improve future proposals</p>   |
| <p><b>Problem Solving</b></p>  |   |
| <p>The user/individual on the job needs to know and understand how to:</p> <p>SB6. Identify customer/ market trends and opportunities and incorporate them into the sales plans and forecasts</p>            |   |
| <p><b>Decision Making</b></p>  |   |
| <p>SB7. Incorporate several factors and decide on the organization's sales strategy, objectives and sales structure</p>  |   |

MES/ N 0204

Develop advertising sales proposals

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|----------------------|--|-------------------------|----------|
| <b>NOS Code</b>      | MES / N 0204                                       |                         |          |
| <b>Credits(NSQF)</b> | TBD  | <b>Version number</b>   | 1.0      |
| <b>Sector</b>        | Media and Entertainment                            | <b>Drafted on</b>       | 09/11/14 |
| <b>Sub-sector</b>    | Television, Print, Radio, Digital, Out-of-home     | <b>Last reviewed on</b> | 20/03/18 |
| <b>Occupation</b>    | Ad Sales / Account Management/ Scheduling/ Traffic | <b>Next review date</b> | 20/03/20 |

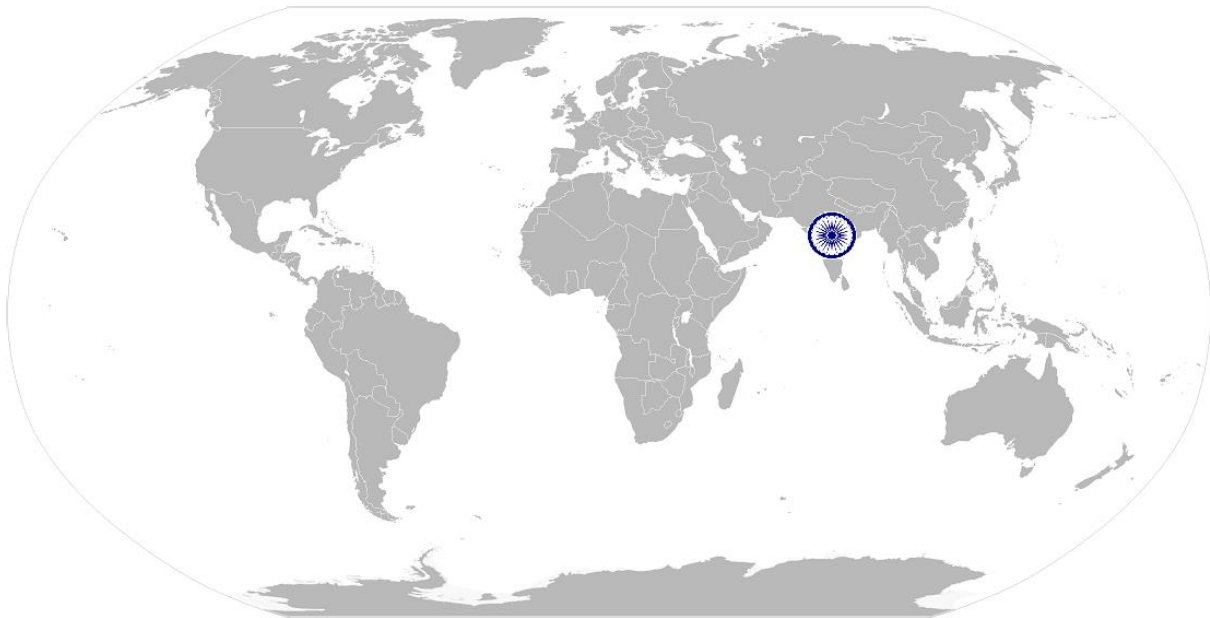
### NOS Version Control





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# National Occupational Standard



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## Overview

This unit is about attracting and maintaining potential advertising sales clients

MES/N 0204

Develop advertising sales Proposals

National Occupational Standard

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|---|---|
| <b>Unit Code</b>  | MES/ N 0205   |
| <b>Unit Title (Task)</b>  | Acquire and maintain advertising sales clients  |
| <b>Description</b>  | This OS unit is about attracting and maintaining potential advertising sales clients.   |
| <b>Scope</b>  | <p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>Identifying and maintaining potential advertising sales clients <ul style="list-style-type: none"> <li>Clients could include Media agencies, Brand Managers and Marketing Heads of leading companies across industry sectors</li> <li>For various mediums: Television, Print, Radio, Digital and Out-of-home</li> <li>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, promotions, street furniture, transit assets, alternative media including digital displays, cinema, stadiums, airports, malls (OOH)</li> </ul> </li> </ul>   |
| <b>Performance Criteria (PC) w.r.t. the Scope</b>   |   |
| <b>Element</b>  | <b>Performance Criteria</b>   |
| Identifying and maintaining potential advertising sales clients                                 | <p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Identify potential clients and build a client base through personal networks, and through primary and secondary research</p> <p>PC2. Understand the client's need to advertise in a particular market</p> <p>PC3. Analyze the types resources available in a particular market</p> <p>PC4. Market the credibility and track record of your organization to potential clients, and sell them the benefits of advertising through it</p>  |
| <b>Knowledge and Understanding (K)</b>  |   |
| <b>A. Organizational Context</b><br>(Knowledge of the company / organization and its processes) | <p>The user/individual on the job needs to know and understand:</p> <p>KA1. Features and characteristics of the organization/services and its competitive advantages and weaknesses in comparison with peers</p> <p>KA2. The exposure (reach, readership, listenership, page-views) that the company provides in different markets in comparison with peers</p> <p>KA3. The company's sales strategy, targets, and objectives</p> <p>KA4. The company's sales processes and inventory management practices</p>  |
| <b>B. Technical Knowledge</b>   | <p>The user/individual on the job needs to know and understand:</p> <p>KB1. The fundamentals of marketing and advertising</p> <p>KB2. The market and industry that clients operate in</p> <p>KB3. How to read and analyze audience and market information and derive trends that can be used to pitch to potential clients</p> <p>KB4. The audience for different markets, day parts/publications/online pages</p> <p>KB5. How to make use of probing/questioning techniques to identify clients' needs</p> <p>KB6. How to position the brand value of the organization in relation to peers</p> <p>KB7. How to position the company's offering effectively to a potential client</p> <p>KB8. How to identify sales opportunities while managing existing client relationships</p> <p>KB9. Life-time client value measurement methods</p> <p>KB10. Applicable legal and regulatory guidelines</p> |
| <b>Skills (S) (Optional)</b>  |   |
| <b>A. Core Skills/ Generic Skills</b>   | <b>Writing Skills</b>   |
|   | <p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. Organize and store documentation detailing correspondence and conversations with clients, and any agreements that may have been reached</p>  |

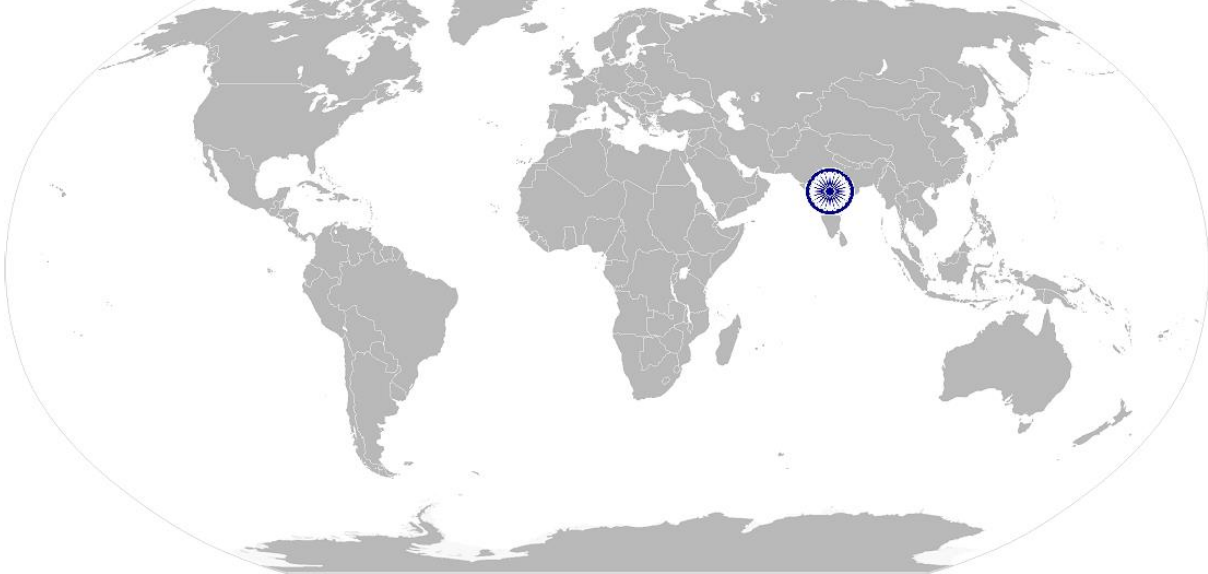
MES/N 0204

**Develop advertising sales Proposals**

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|--|---|
|  | SA2. Archive information about clients that may be beneficial in strengthening relationships with them in the future  |
|  | SA3. Create and maintain client databases   |
|  | <b>Reading Skills</b>   |
|  | The user/individual on the job needs to know and understand how to:<br>SA4. Research the clients' business, industry, product/service, target market and past marketing efforts<br>SA5. Gather information on the consumption habits of the target audience<br>SA6. Research the services offered by competitors and their business model   |
|  | <b>Oral Communication (Listening and Speaking skills)</b>   |
|  | The user/individual on the job needs to know and understand how to:<br>SA7. Identify and network with potential clients through personal networks, recommendations from existing clients, cold calls, industry events<br>SA8. Make contact and build rapport with identified potential clients<br>SA9. Network with content production teams to identify opportunities for media integrations   |
|  | <b>B. Professional Skills</b>   |
|  | <b>Analytical Thinking</b>  |
|  | The user/individual on the job needs to know and understand how to:<br>SB1. Assess the costs, risks, benefits and long-term prospects of establishing a professional relationship with a potential client, and decide whether to initiate contact<br>SB2. Use life-time value/profitability measurement techniques (to establish customer value)<br>SB3. Research background information about potential clients' business, product or service, target market and normal marketing activity |
|  | <b>Decision Making</b>  |
|  | The user/individual on the job needs to know and understand how to:<br>SB4. identify decision makers within potential client organisations and find ways to reach them  |
|  | <b>Plan and Organize</b>  |
|  | The user/individual on the job needs to know and understand how to:<br>SB5. Keep record information about clients that may help create rapport in the future  |
|  | <b>Customer Centricity</b>  |
|  | The user/individual on the job needs to know and understand how to:<br>SB6. be open, honest and clear about what you can deliver<br>SB7. be responsive to clients' queries and handle objectives positively<br>SB8. build rapport and empathy and use gentle questioning to identify clients' needs and budget  |
|  | <b>Problem Solving</b>  |
|  | The user/individual on the job needs to know and understand how to:<br>SB9. identify what your competitors are doing in potential clients' target markets   |
|  | <b>Critical thinking</b>  |
| The user/individual on the job needs to know and understand how to:<br>SB10. identify benefits of advertising through your organisation or brand |   |

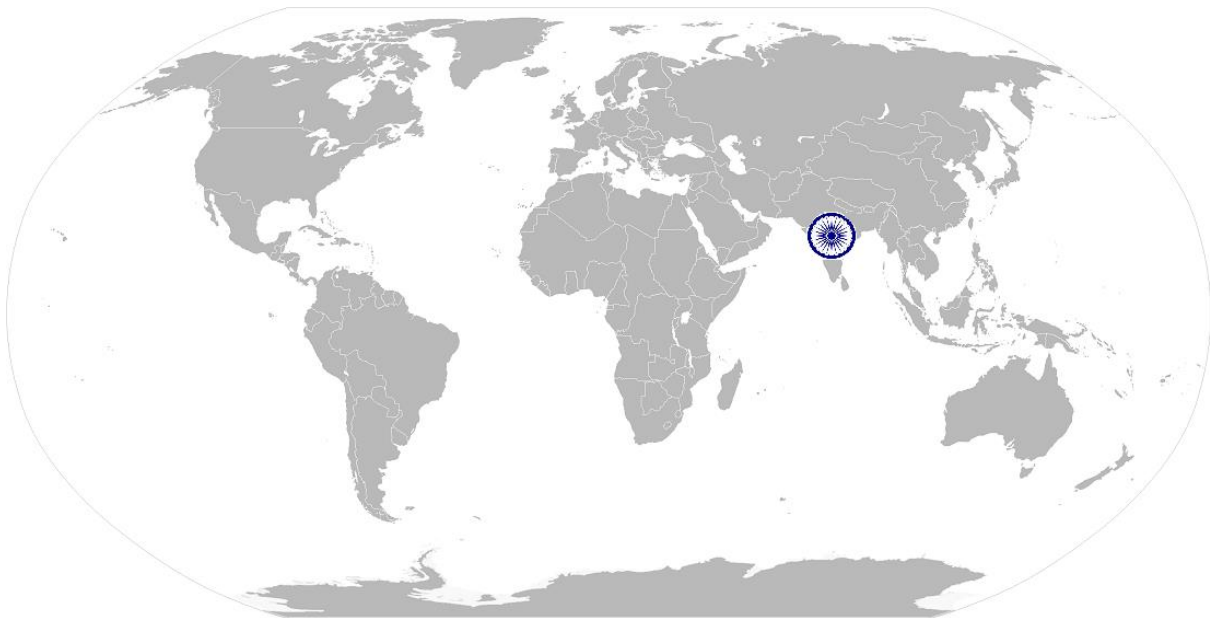
## NOS Version Control

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|----------------------|--|-------------------------|----------|
| <b>NOS Code</b>      | MES / N 0205   |                         |          |
| <b>Credits(NSQF)</b> | TBD  | <b>Version number</b>   | 1.0      |
| <b>Sector</b>        | Media and Entertainment                              | <b>Drafted on</b>       | 09/11/14 |
| <b>Sub-sector</b>    | Television, Print, Radio, Digital, Out-of-home       | <b>Last reviewed on</b> | 20/03/18 |
| <b>Occupation</b>    | Ad Sales / Account Management / Scheduling / Traffic | <b>Next review date</b> | 20/03/20 |



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# National Occupational Standard



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## Overview

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

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| <b>Unit Code</b>  | MES/ N 0211  |
| <b>Unit Title (Task)</b>  | Close an advertising sales order   |
| <b>Description</b>  | This OS unit is about negotiating and closing the advertising sales transaction and finalizing the relevant documentation and sales contracts  |
| <b>Scope</b>  | <p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>Negotiating and closing an advertising sale deal <ul style="list-style-type: none"> <li>Inventory may be sold across: Television, Print, Radio, Digital, OOH</li> </ul> </li> <li>Coordinating with internal teams</li> <li>Communicating clearly with the clients</li> <li>Timely collection of dues owed by clients</li> </ul>  |
| <b>Performance Criteria (PC) w.r.t. the Scope</b>   |  |
| <b>Element</b>  | <b>Performance Criteria</b>  |
| Negotiating and closing an advertising sale deal  | <p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Provide a convincing proposition to the client and negotiate to derive the maximum revenue from the available inventory</p> <p>PC2. Ensure that the advertisement rates are higher or equal to the benchmark rates set by the organization</p> <p>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</p> <p>PC4. Identify opportunities to cross-sell other sources of revenue such as media integrations, events and activations etc.</p> |
| Coordinating with internal teams  | <p>PC5. Draft sales agreements/contracts and liaise with the legal team to vet them</p> <p>PC6. Make arrangements with the relevant teams within the organization to ensure execution of the contract</p> <p>PC7. Troubleshoot and manage client crises through effective communication and team support</p>   |
| Communicating clearly with the clients  | <p>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</p> <p>PC9. Clearly communicate the scope of the agreement with the client and set out realistic expectations regarding effectiveness of the advertising</p>  |
| Timely collection of dues owed by clients   | PC10. Monitor billing details and outstanding dues, ensuring that dues are collected on time through the respective sales manager  |
| <b>Knowledge and Understanding (K)</b>  |  |
| <b>A. Organizational Context</b><br>(Knowledge of the company / organization and its processes) | <p>The user/individual on the job needs to know and understand:</p> <p>KA1. Features and characteristics of the organization/services and its competitive advantages and weaknesses in comparison with peers</p> <p>KA2. The organisation's total and available advertising inventory</p> <p>KA3. The organization's benchmark advertisement rates and discount rates</p> <p>KA4. The procedures in place for negotiating sales contracts</p> <p>KA5. Acceptable modes of payment and credit periods, as per the organisation's accounting and finance policies</p>  |

MES/ N 0211

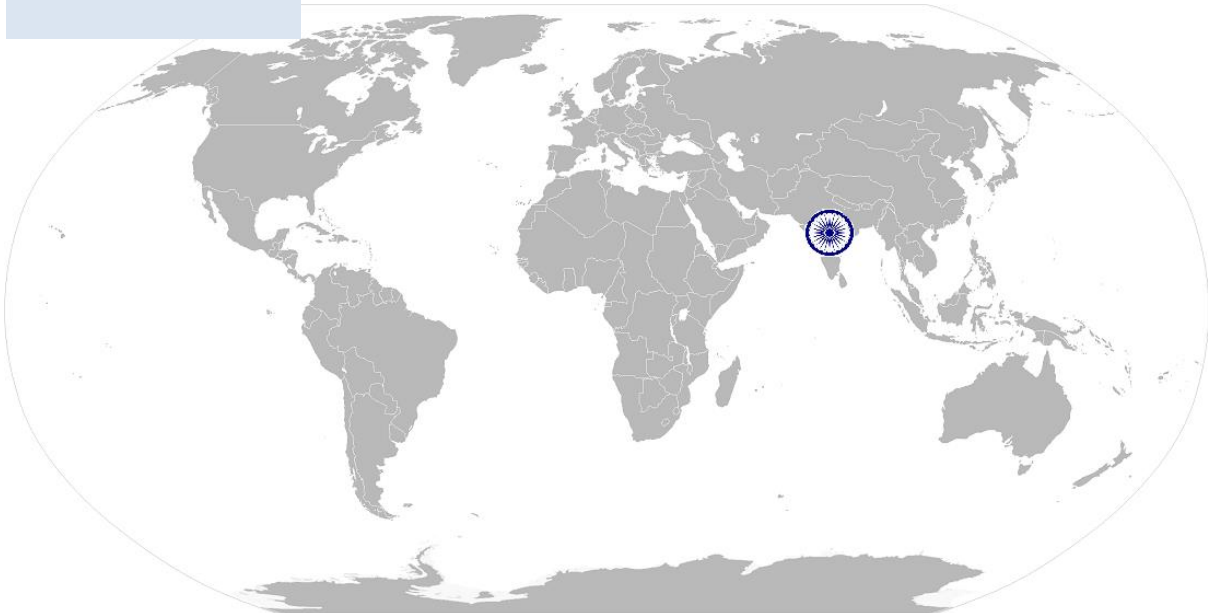
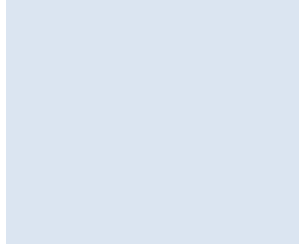
**Close an advertising sales order**

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|--|---|
| <p><b>B. Technical Knowledge</b></p>         | <p>The user/individual on the job needs to know and understand:</p> <p>KB1. Fundamentals of sales, marketing and advertising</p> <p>KB2. Extensive knowledge of the industry in which the organization operates</p> <p>KB3. Record and manage daily sales MIS</p> <p>KB4. How to carry out a cost-benefit analysis to build a case for barter contracts</p> <p>KB5. Persuasive selling techniques</p> <p>KB6. Multiple-media selling, up-selling, and add-on sale techniques</p> <p>KB7. How to identify buying signals (given by client) and act upon them in an appropriate manner</p> <p>KB8. How to draft a sales agreement and other standard contracts</p> <p>KB9. Country-specific regulations and terms</p> <p>KB10. Applicable legal and ethical standards</p>   |
| <p><b>Skills (S) (Optional)</b></p>          |   |
| <p><b>A. Core Skills/ Generic Skills</b></p> | <p><b>Writing Skills</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. Draft sales agreements listing out terms of sale as negotiated with the client</p> <p><b>Reading Skills</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA2. Undertake background research on the client</p> <p>SA3. Analyze details of preliminary proposals submitted to the client</p> <p>SA4. Read and draw references from sales agreements and proposals drawn up in the past</p> <p><b>Oral Communication (Listening and Speaking skills)</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA5. Effectively negotiate business and financial terms with the client</p> <p>SA6. Deploy smart-selling and persuasive techniques to convince clients and respond to queries effectively</p> <p>SA7. Liaise with the legal department to vet and finalise sales agreements</p> <p>SA8. Communicate client requirements to the relevant teams (e.g. creative/production/back-end sales/traffic etc.) to ensure that the commitments made are met</p> |
| <p><b>B. Professional Skills</b></p>         | <p><b>Decision Making</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Decide on the appropriate advertisement rate and discount for each client, ensuring that the maximum value is obtained from the available inventory</p> <p><b>Plan and Organize</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. Develop and employ a contingency plan should negotiations fall through</p> <p><b>Customer Centricity</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. Ensure that the client's needs and objectives are met, and the terms of the deal are mutually beneficial</p> <p><b>Problem Solving</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. Identify issues that may arise during the sales process and find solutions to address them</p>  |

MES/ N 0211

Close an advertising sales order

|  |  |
|--|--|
|  | SB5. Capably manage and deal with client objections regarding the proposal   |
|  | <b>Analytical Thinking</b>   |
|  | The user/individual on the job needs to know and understand how to:<br>SB6. Determine the need and benefits of barter deals and volume discounts prior to entering into them |
|  | <b>Critical Thinking</b>   |
|  | The user/individual on the job needs to know and understand how to:<br>SB7. Analyse the negotiation process and determine new and innovative ways to close deals             |



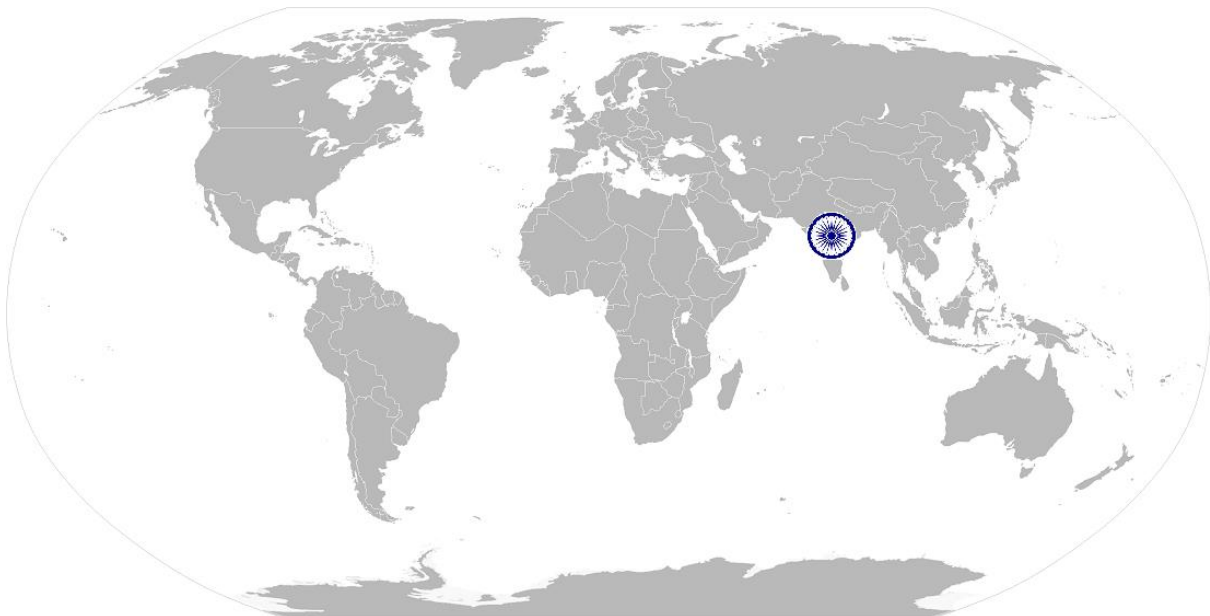


MES/ N 0211

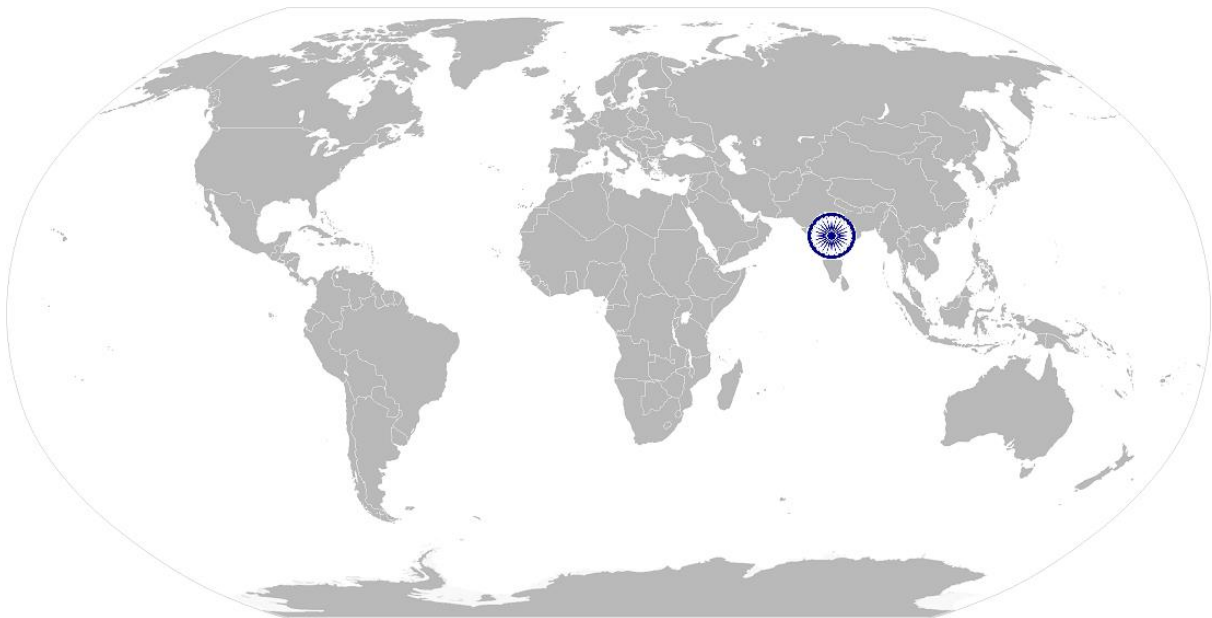
Close an advertising sales order

## NOS Version Control

|                      |  |                         |          |
|----------------------|--|-------------------------|----------|
| <b>NOS Code</b>      | MES / N 0211                                       |                         |          |
| <b>Credits(NSQF)</b> | TBD  | <b>Version number</b>   | 1.0      |
| <b>Sector</b>        | Media and Entertainment                            | <b>Drafted on</b>       | 09/11/14 |
| <b>Sub-sector</b>    | Television, Print, Radio, Digital, Out-of-home     | <b>Last reviewed on</b> | 20/03/18 |
| <b>Occupation</b>    | Ad Sales / Account Management/ Scheduling/ Traffic | <b>Next review date</b> | 20/03/20 |



# National Occupational Standard



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## Overview

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

MES/ N 0104

Maintain workplace health and safety

National Occupational Standard

|  |   |
|--|---|
| <b>Unit Code</b>   | MES/ N 0104   |
| <b>Unit Title (Task)</b>   | Maintain workplace health and safety  |
| <b>Description</b>   | This OS unit is about contributing towards maintaining a healthy, safe and secure working environment   |
| <b>Scope</b>   | <p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>Understanding the health, safety and security risks prevalent in the workplace</li> <li>Knowing the people responsible for health and safety and the resources available</li> <li>Identifying and reporting risks</li> <li>Complying with procedures in the event of an emergency</li> </ul>   |
| <b>Performance Criteria (PC) w.r.t. the Scope</b>  |   |
| <b>Element</b>   | <b>Performance Criteria</b>   |
| Understanding the health, safety and security risks prevalent in the workplace               | <p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Understand and comply with the organisation's current health, safety and security policies and procedures</p> <p>PC2. Understand the safe working practices pertaining to own occupation</p> <p>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</p> <p>PC4. Participate in organization health and safety knowledge sessions and drills</p> |
| Knowing the people responsible for health and safety and the resources available             | <p>PC5. Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency</p> <p>PC6. Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms</p>  |
| Identifying and reporting risks  | <p>PC7. Identify aspects of your workplace that could cause potential risk to own and others health and safety</p> <p>PC8. Ensure own personal health and safety, and that of others in the workplace through precautionary measures</p> <p>PC9. Identify and recommend opportunities for improving health, safety, and security to the designated person</p> <p>PC10. Report any hazards outside the individual's authority to the relevant person in line with organisational procedures and warn other people who may be affected</p>  |
| Complying with procedures in the event of an emergency                                       | <p>PC11. Follow organisation's emergency procedures for accidents, fires or any other natural calamity in case of a hazard</p> <p>PC12. Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority</p>  |
| <b>Knowledge and Understanding (K)</b>   |   |
| <b>A. Organizational Context</b> (Knowledge of the company / organization and its processes) | <p>The user/individual on the job needs to know and understand:</p> <p>KA1. Organisation's norms and policies relating to health and safety</p> <p>KA2. Government norms and policies regarding health and safety and related emergency procedures</p> <p>KA3. Limits of authority while dealing with risks/ hazards</p> <p>KA4. The importance of maintaining high standards of health and safety at a workplace</p>   |

MES/ N 0104

**Maintain workplace health and safety**

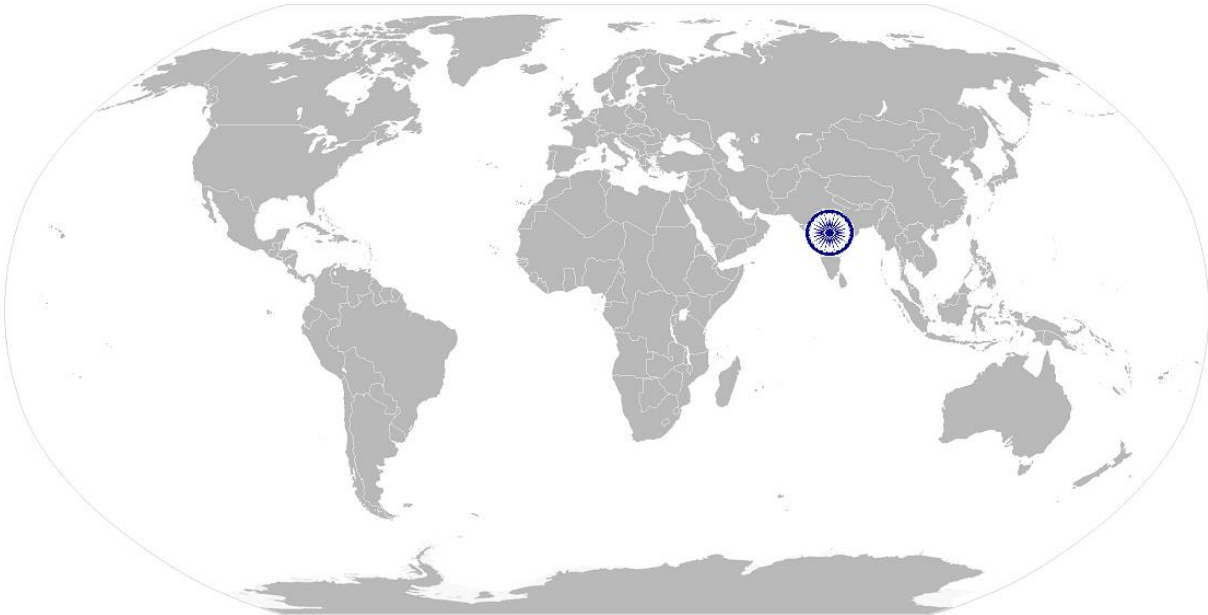
|  |   |
|--|---|
| <p><b>B. Technical Knowledge</b></p>             | <p>The user/individual on the job needs to know and understand:</p> <p>KB1. The different types of health and safety hazards in a workplace</p> <p>KB2. Safe working practices for own job role</p> <p>KB3. Evacuation procedures and other arrangements for handling risks</p> <p>KB4. Names and contact numbers of people responsible for health and safety in a workplace</p> <p>KB5. How to summon medical assistance and the emergency services, where necessary</p> <p>KB6. Vendors' or manufacturers' instructions for maintaining health and safety while using equipment, systems and/or machines</p>  |
| <p><b>Skills (S) (Optional)</b></p>              |   |
| <p><b>A. Core Skills/<br/>Generic Skills</b></p> | <p><b>Writing Skills</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. How to write and provide feedback regarding health and safety to the concerned people</p> <p>SA2. How to write and highlight potential risks or report a hazard to the concerned people</p> <p><b>Reading Skills</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. Read instructions, policies, procedures and norms relating to health and safety</p> <p><b>Oral Communication (Listening and Speaking skills)</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. Highlight potential risks and report hazards to the designated people</p> <p>SA5. Listen and communicate information with all anyone concerned or affected</p>  |
| <p><b>B. Professional Skills</b></p>             | <p><b>Decision making</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Make decisions on a suitable course of action or plan</p> <p><b>Plan and Organize</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. Plan and organize people and resources to deal with risks/ hazards that lie within the scope of one's individual authority</p> <p><b>Problem Solving</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. Apply problem solving approaches in different situations</p> <p><b>Critical Thinking</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. Understand hazards that fall within the scope of individual authority and report all hazards that may supersede one's authority</p> <p>SB5. Apply balanced judgements in different situations</p> <p><b>Customer Centricity</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB6. build and maintain positive and effective relationships with colleges and customers</p> <p><b>Analytical Thinking</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB7. analyze data and activities</p> |

MES/ N 0104

Maintain workplace health and safety

## NOS Version Control

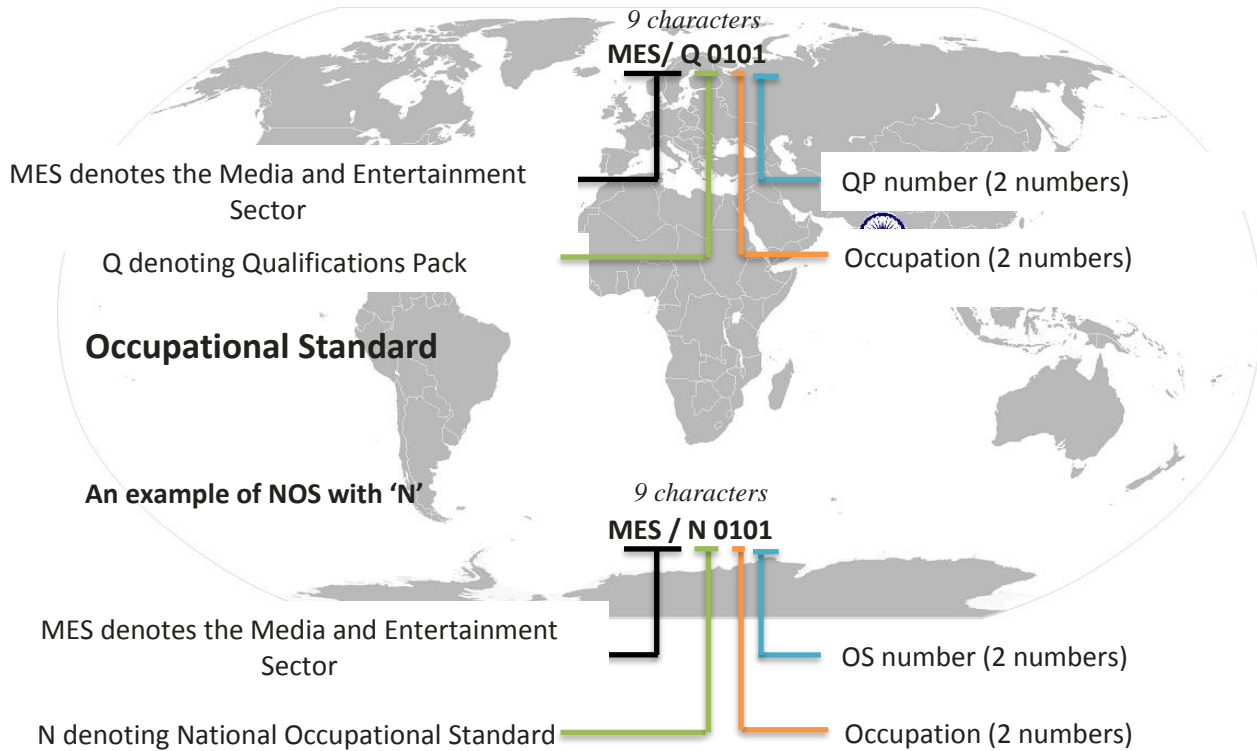
|                      |  |                         |          |
|----------------------|--|-------------------------|----------|
| <b>NOS Code</b>      | MES / N 0104                                       |                         |          |
| <b>Credits(NSQF)</b> | TBD  | <b>Version number</b>   | 1.0      |
| <b>Sector</b>        | Media and Entertainment                            | <b>Drafted on</b>       | 09/11/14 |
| <b>Sub-sector</b>    | Television, Print, Radio, Digital, Out-of-home     | <b>Last reviewed on</b> | 20/03/18 |
| <b>Occupation</b>    | Ad Sales / Account Management/ Scheduling/ Traffic | <b>Next review date</b> | 20/03/20 |



## Annexure

### Nomenclature for QP and NOS

#### Qualifications Pack



The following acronyms/codes have been used in the nomenclature above:

| Sub-sector | Range of Occupation numbers |
|------------|-----------------------------|
| ...        | ...                         |

| Sequence         | Description   | Example |
|------------------|---|---------|
| Three letters    | Media and Entertainment                               | MES     |
| Slash            | /   | /       |
| Next letter      | Whether QP or NOS                                     | Q       |
| Next two numbers | Ad Sales / Account Management/<br>Scheduling/ Traffic | 02      |
| Next two numbers | Sales Executive (Media<br>Organization)               | 03      |

**CRITERIA FOR ASSESSMENT OF TRAINEES**

**Job Role:** Sales Executive (Media Organization)

**Qualification Pack:** MES Q 0203

**Sector Skill Council:** Media and Entertainment Skills Council

|   | 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%      |

**Guidelines for Assessment:**

1. Criteria for assessment for each Qualification Pack will be created by the Sector 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 Theory and Skills Practical for each PC.
2. The assessment for the theory & Practical part will be based on knowledge bank of questions created by the AA and approved by SSC.
3. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below)
4. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criteria.
5. To pass the Qualification Pack , every trainee should score a minimum of 70% cumulatively (Theory and Practical).



| Assessment Outcomes  | Assessment Criteria for outcomes   | Marks Allocation |        |        |                  |
|--|--|------------------|--------|--------|------------------|
|  |  | Total Mark       | Out Of | Theory | Skills Practical |
| <b>MES/ N 0204</b><br><b>(Develop advertising sales proposals)</b>             | 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               |
| Assessment Outcomes  | Assessment Criteria for outcomes   | Marks Allocation |        |        |                  |
|  |  | Total Mark       | Out Of | Theory | Skills Practical |
| <b>MES / N 0205</b><br><b>(Acquire and maintain advertising sales clients)</b> | 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               |
| Assessment Outcomes  | Assessment Criteria for outcomes   | Marks Allocation |        |        |                  |
|  |  | Total Mark       | Out Of | Theory | Skills Practical |
| <b>MES / N 0211</b><br><b>(Close an advertising sales order)</b>               | 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                      |
| <b>Assessment outcomes</b>  | <b>Assessment criteria for outcomes</b>   | <b>Marks Allocation</b> |               |               |                         |
|   |   | <b>Total mark</b>       | <b>Out of</b> | <b>Theory</b> | <b>Skills Practical</b> |
| <b>MES/ N 0104 (Maintain workplace health and safety Description)</b> | PC1. Understand and comply with the organisation'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                      |