**Name of the Job Role:** Sales Executive  
**QP Code and NSQF Level:** MES/Q0203

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Orientation Component/Activity</th>
<th>Topic</th>
<th>Sub-Topics</th>
<th>Topic Duration (in hours)</th>
<th>Learning Outcomes</th>
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</thead>
</table>
| 1     | Domain Training                | Develop advertising sales proposals | Developing advertising sales proposals for media agencies and leading companies across industry sectors | 2 Hr. | 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 |
|       | Domain Training                | Acquire and maintain advertising sales clients | Identifying and maintaining potential advertising sales clients | 2 Hr. | PC1. Identify potential clients and build a client base through personal networks, and through primary and secondary research  
PC2. Understand the client’s need to advertise in a particular market  
PC3. Analyze the types resources available in a particular market |
| Domain Training | Close an advertising sales order | 1. Negotiating and closing an advertising sale deal  
2. Coordinating with internal teams  
3. Communicating clearly with the clients  
4. Timely collection of dues owed by clients | PC4. Market the credibility and track record of your organization to potential clients, and sell them the benefits of advertising through it  
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 organization  
PC4. Identify opportunities to cross-sell other sources of revenue such as media integrations, events and activations etc.  
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  
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
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<thead>
<tr>
<th>2</th>
<th>Soft Skills and Entrepreneurship Tips specific to the Job Role</th>
<th>Communication &amp; team work</th>
<th>2 Hr.</th>
<th>Communicate what one intends to, to other team mates</th>
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<tbody>
<tr>
<td></td>
<td>E wallet &amp; digital literacy/e-commerce</td>
<td>2 Hr.</td>
<td>Online transaction system using smart phones/computer</td>
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<td>Awareness about faradism</td>
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<td>3</td>
<td>Familiarization to Assessment Process and Terms</td>
<td>Need and importance of Assessment</td>
<td>1 Hr.</td>
<td>Should be able to understand importance of assessment</td>
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<td><strong>Duration: 2 hours</strong></td>
<td>Process and modes of assessments</td>
<td>1 Hr.</td>
<td>Should become familiar with the process of assessment</td>
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