

Name of the Job Role: Sales Executive

QP Code and NSQF Level: MES/Q0203

| S.No. | Orientation Component/Activity | Topic | Sub-Topics | Topic Duration (in hours) | Learning Outcomes |
|-------|--------------------------------|--|---|---------------------------|---|
| 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 |

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| | | | | | PC4. Market the credibility and track record of your organization to potential clients, and sell them the benefits of advertising through it |
| | Domain Training | Close an advertising sales order | <ol style="list-style-type: none"> 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 | | <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> <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> <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> |

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| | | | | | PC10. Monitor billing details and outstanding dues, ensuring that dues are collected on time through the respective sales manager |
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| 2 | Soft Skills and Entrepreneurship Tips specific to the Job Role | Communication & team work | | 2 Hr. | Communicate what one intends to, to other team mates |
| | | E wallet & digital literacy/e-commerce | | 2 Hr. | Online transaction system using smart phones/ computer Awareness about faradism |
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| 3 | Familiarization to Assessment Process and Terms Duration: 2 hours | Need and importance of Assessment | | 1 Hr. | Should be able to understand importance of assessment |
| | | Process and modes of assessments | | 1 Hr. | Should become familiar with the process of assessment |

