

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

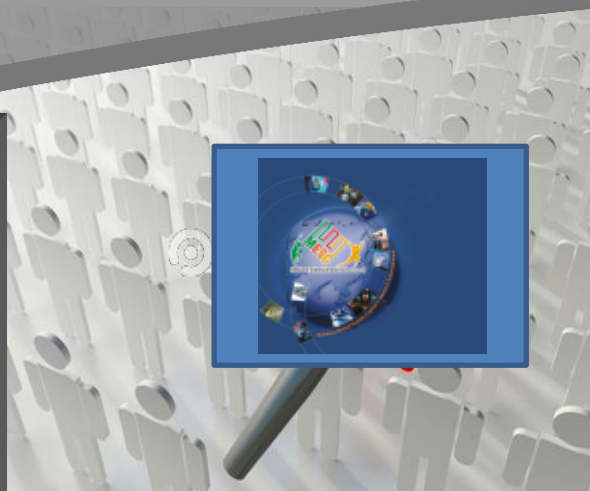
What are Occupational Standards(OS)?

- 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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Contents

1. Introduction and Contacts.....P.1
2. Qualifications Pack..... P.2
3. OS Units.....P.2
4. Glossary of Key TermsP.3
5. Annexure: Nomenclature for QP & OS...P.5

Introduction

Qualifications Pack-Sales Director (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 0201

ALIGNED TO: NCO-2004/NIL

Sales Director (Media Organization) in the Media & Entertainment Industry is the Head of the Sales Division (Media Organization)/ heading sales for a channel at a senior level

Brief Job Description: Individuals at this job are responsible for leading the sales efforts of a media and entertainment company

Personal Attributes: This job requires the individual to understand business objectives and develop sales plans, forecasts, targets and budgets. The individual is required to finalise the structure of the sales team and oversee their sales efforts to ensure that they are in line with the targets that need to be achieved. The individual must also manage the key clients of the company and procure new clients.

Job Details

Qualifications Pack Code	MES/ Q 0201		
Job Role	Sales Director (Media Organization) This job role is applicable in both national and international scenarios		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	09/11/14
Sub-sector	Television, Print, Radio, Digital, Out-of-home	Last reviewed on	21/11/14
Occupation	Ad Sales / Account Management/ Scheduling/ Traffic	Next review date	20/11/16

Job Role	Sales Director (Media Organization)
Role Description	Lead sales efforts at a media and entertainment company
NSQF level	7
Minimum Educational Qualifications	Class X
Maximum Educational Qualifications	MBA, Sales and Marketing
Training (Suggested but not mandatory)	Customer relationship management, Selling techniques
Experience	8-10 years
Applicable National Occupational Standards (NOS)	Compulsory: <ol style="list-style-type: none"> MES / N 0201 (Develop sales plans and forecasts) MES / N 0202 (Create and Monitor the Ad sales budget) MES / N 0203 (Manage Sales Teams) MES / N 0204 (Acquire and maintain advertising sales clients) Optional: N.A.
Performance Criteria	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.
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.
Keywords /Terms	Description
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



Overview

This unit is about developing and monitoring sales plans and forecasts to help achieve the overall objectives of the business

Unit Code	MES/ N 0201
Unit Title (Task)	Develop sales plans and forecasts
Description	This OS unit is about developing / monitoring sales plans and forecasts to help achieve the overall objectives of the business
Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> Sales planning and forecasting including sales and pricing strategy, sales objectives, discounting policies, customer acquisition channels and methodology, structure of the sales team, sales scenarios and forecasts, targets by area/customer/services, key performance indicators
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Sales planning and forecasting	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Identify the key areas and focus for the organization and how it is intended to translate into the sales strategy, objectives and plans</p> <p>PC2. Establish sales and collection targets that address and deliver in accordance with the organization's strategy</p> <p>PC3. Determine if the current customer acquisition channels i.e. direct/ online/ contact center are adequate and if the methods deployed are aligned to the sales objectives</p> <p>PC4. Determine if the current structure of the sales team is aligned to meet the sales objectives</p> <p>PC5. Determine sales targets for each segment, assign responsibility and institute key performance indicators to help monitor the execution of these targets</p> <p>PC6. Put in place a tracking mechanism / dashboard that encapsulates the key metrics that can help determine the progress towards plans and achievement of sales objectives</p> <p>PC7. Monitor achievement of sales objectives</p> <p>PC8. Develop a sales incentive structure along with the business and Human Resources head</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. The organization's business plan, objectives and strategy</p> <p>KA2. The size, growth, trends, opportunities and challenges of the sector in which the organization operates, as well as of its clients</p> <p>KA3. The organization's total revenue, growth and past trends</p> <p>KA4. The total revenue, growth and trends of companies operating in the same space</p> <p>KA5. Features and characteristics of the organization/services and its competitive advantage and weaknesses in comparison with peers</p> <p>KA6. The characteristics and opportunities of the markets where the organization operates</p> <p>KA7. The organization's portfolio of clients and the way it's segmented</p>

Develop sales plans and forecasts

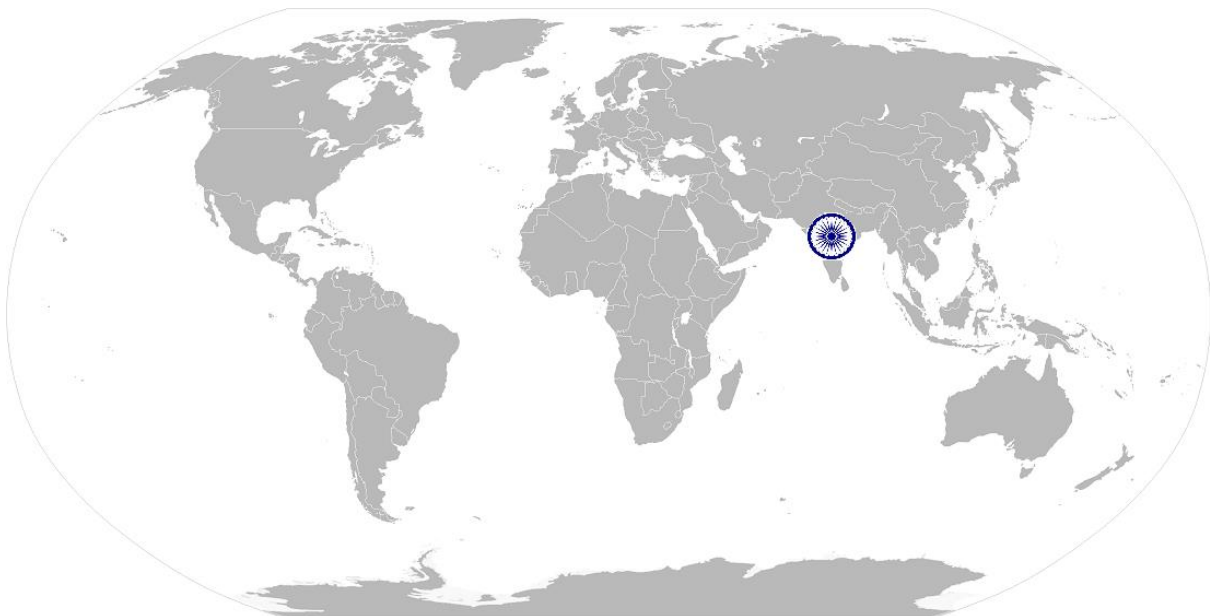
	KA8. Sales targets for previous years and reasons for variations between targets and actuals
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. How to read and analyse audience and market information and derive trends that can aid development of sales strategies and plans</p> <p>KB2. How to use frameworks such as PESTEL and SWOT to derive information to aid development of sales strategies and plans</p> <p>KB3. How to segment customers based on several factors such as size of the organization, sector, portfolio size and spread</p> <p>KB4. How to analyse customer sales data and determine key trends</p> <p>KB5. How to identify an appropriate structure for the sales team that could meet sales objectives i.e. based on area/customer/services</p> <p>KB6. How to determine any new segments that would need to be developed/targeted and the resources that would be allocated to it</p> <p>KB7. How to undertake a benchmarking assessment for each sales segment</p> <p>KB8. How to translate sales objectives into sales realistic scenarios to base forecasts</p> <p>KB9. How to use sales forecasting methods and market estimation techniques to arrive at accurate sales forecasts</p> <p>KB10. How the forecasts translate into segment-wise targets and further into individual and team targets</p> <p>KB11. The key metrics to be tracked by segment to achieve the sales objectives such as conversion ratios, inventory fill-ratios, effective rates (ERs), new clients and value of each client</p>
Skills (S) (Optional)	
A. Core Skills/ Generic Skills	Writing Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. Prepare and document the sales strategy, objectives and sales structure</p> <p>SA2. Document sales forecasts with supporting analysis</p> <p>SA3. Document sales targets at an organizational/segment/individual level</p> <p>SA4. Prepare sales reports on a monthly/quarterly basis that track actual performance by segment, and estimate yearly revenues on the basis of actual sales by segment. Highlight deviations/ problem areas (if any)</p>
	Reading Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA5. Read and understand the organization's business plan, strategy and objectives</p> <p>SA6. Read and understand the marketing plans for the year</p> <p>SA7. Read and understand the historical sales targets and actual sales reports</p>
	Oral Communication (Listening and Speaking skills)
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA8. Liaise with the business heads to understand the company's strategy and growth plans</p> <p>SA9. Liaise with the marketing head to understand the marketing plans and strategy</p>

Develop sales plans and forecasts

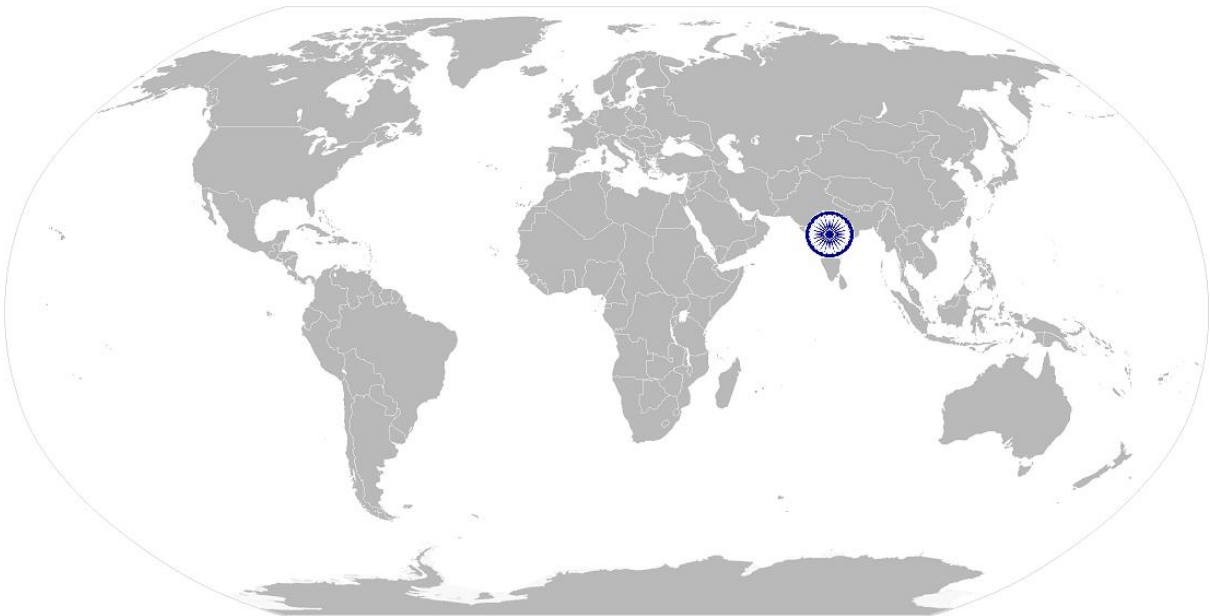
	<p>SA10. Conduct meetings/ discussions/ focused group discussions with the sales team to incorporate their feedback and suggestions into the overall sales strategy</p> <p>SA11. Liaise with the Sales account managers to discuss and agree on the sales forecasts and targets</p> <p>SA12. Communicate the sales targets and key performance indicators to relevant members of the sales team</p> <p>SA13. Lead the presentation of MIS reports, present the monthly/quarterly sales performance reports to management, communicate deviations/ problem areas (if any) and agree on the course correction required</p> <p>SA14. Communicate course corrections (if required) to the relevant sales team</p>
B. Professional Skills	<p>Decision Making</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Incorporate several factors and decide on the organization's sales strategy, objectives and sales structure</p> <p>Plan and Organize</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. Develop sales plans to ensure that the overall business objectives of the organization are met</p> <p>SB3. Plan and segment the sales-force to meet the overall sales targets</p> <p>SB4. Allocate sales targets to each segment to ensure that the overall sales forecasts are met</p> <p>Customer Centricity</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB5. Identify customer/ market trends and opportunities and incorporate them into the sales plans and forecasts</p> <p>Analytical Thinking</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB6. Determine how business objectives translate into sales objectives and how they in turn translate into sales forecasts and targets</p> <p>SB7. Analyse reasons for deviations between historical targets and actual sales forecasts</p>

NOS Version Control

NOS Code	MES / N 0201		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	09/11/14
Sub-sector	Television, Print, Radio, Digital, Out-of-home	Last reviewed on	21/11/14
Occupation	Ad Sales / Account Management/ Scheduling/ Traffic	Next review date	20/11/16



National Occupational Standard



Overview

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

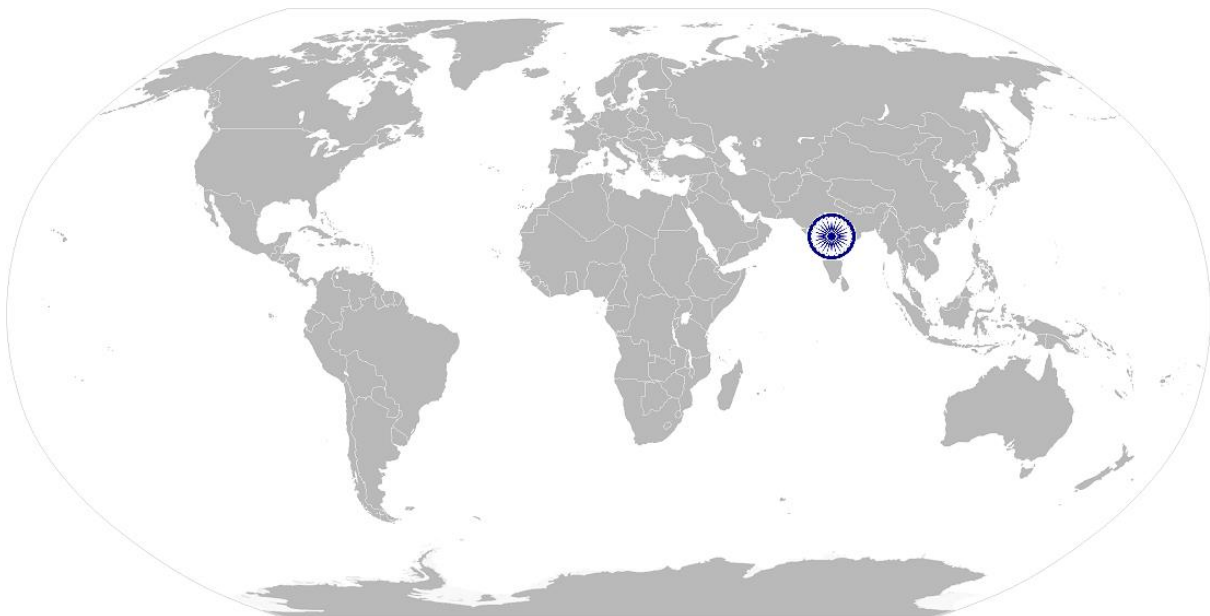
Create and Monitor the Ad sales budget

Unit Code	MES/ N 0202
Unit Title (Task)	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
Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> Estimating the cost of sales activities including 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
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Estimating the cost of sales activities	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Interpret the sales forecasts and targets and determine the sequence of activities in terms of their cost implications and expenses for each item</p> <p>PC2. Prepare a sales budget (either using budgeting/ tabulation software or by hand) with details on required expenses for each activity</p> <p>PC3. Track the outflow of funds against the budget, highlight variances and escalate issues to key departments (especially the financier) in a coordinated and timely manner</p>
Knowledge and Understanding (K)	
B. Organizational Context (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. The Sales strategy, forecasts and targets</p> <p>KA2. The Sales expenses for previous years and reasons for variations between targets and actuals</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. How to estimate the sales efforts that would be required to achieve the targets and determine the associated costs</p> <p>KB2. The limitations on the total sales budget and/or the budget for specific cost centers, as well as the organization's working capital needs</p> <p>KB3. How to break down each task/ activity into cost heads</p> <p>KB4. 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)</p> <p>KB5. 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</p> <p>KB6. The typical areas of overruns and how to build in adequate contingency into</p>

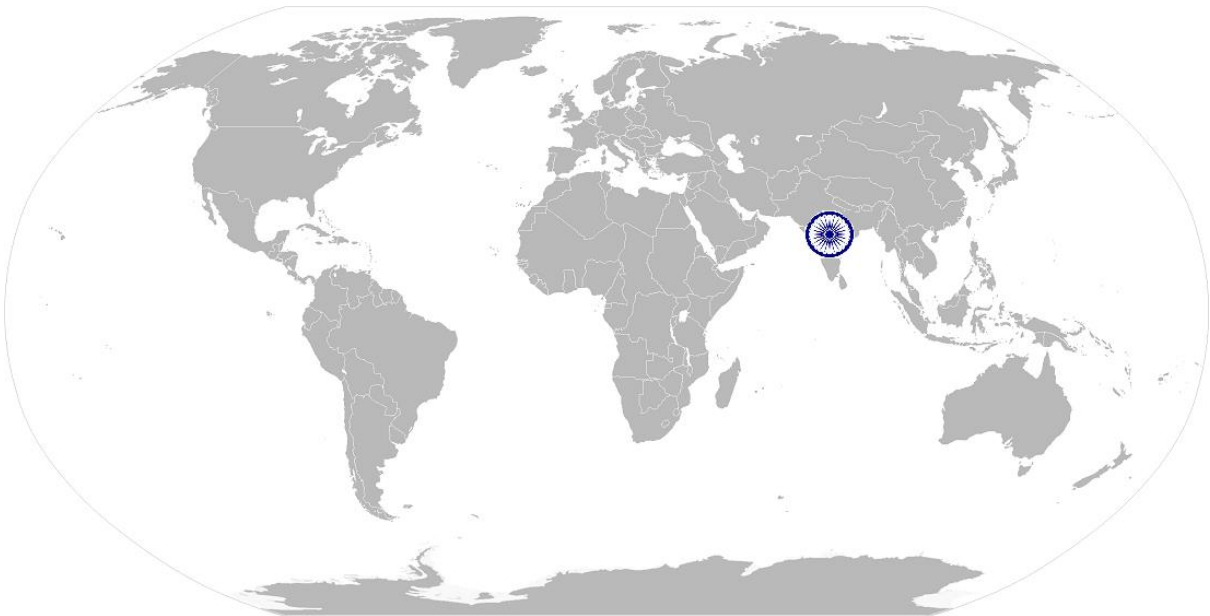
	<p>the budget</p> <p>KB7. Applicable procurement methods and vendor/ supplier contracts that would need to be used for various cost heads</p> <p>KB8. How to document any variances to the budget that do occur (either on the expense incurred or the timing of the expense). This needs to be escalated to the financier and resolved</p>
Skills (S) (Optional)	
C. Core Skills/ Generic Skills	Writing Skills
	The user/individual on the job needs to know and understand how to: SA1. Prepare and document a sales budget (on paper or using a computer)
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA2. Read the sales strategy, forecasts and targets SA3. Undertake background research and collect information on expense items
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA4. Discuss and agree on the sales budget with the financier SA5. Understand the brief from the financier and any constraints/ limitations on the budget SA6. Communicate the final budget to key decision makers, financiers and members of the sales team
D. Professional Skills	Decision Making
	The user/individual on the job needs to know and understand how to: SB1. Make relevant decisions related to sales activities required to achieve sales forecasts for the year e.g. events, locations, conferences
	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB2. How to plan expenses and outflow of finances in a manner that is cost effective SB3. How to track the sales budget, ensure activities stay within the agreed budget and minimize overruns
	Analytical Thinking
	The user/individual on the job needs to know and understand how to: SB4. How to assess the impact of selecting sales activities and its impact on the budget requirements

NOS Version Control

NOS Code	MES / N 0202		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	09/11/14
Sub-sector	Television, Print, Radio, Digital, Out-of-home	Last reviewed on	21/11/14
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National Occupational Standard



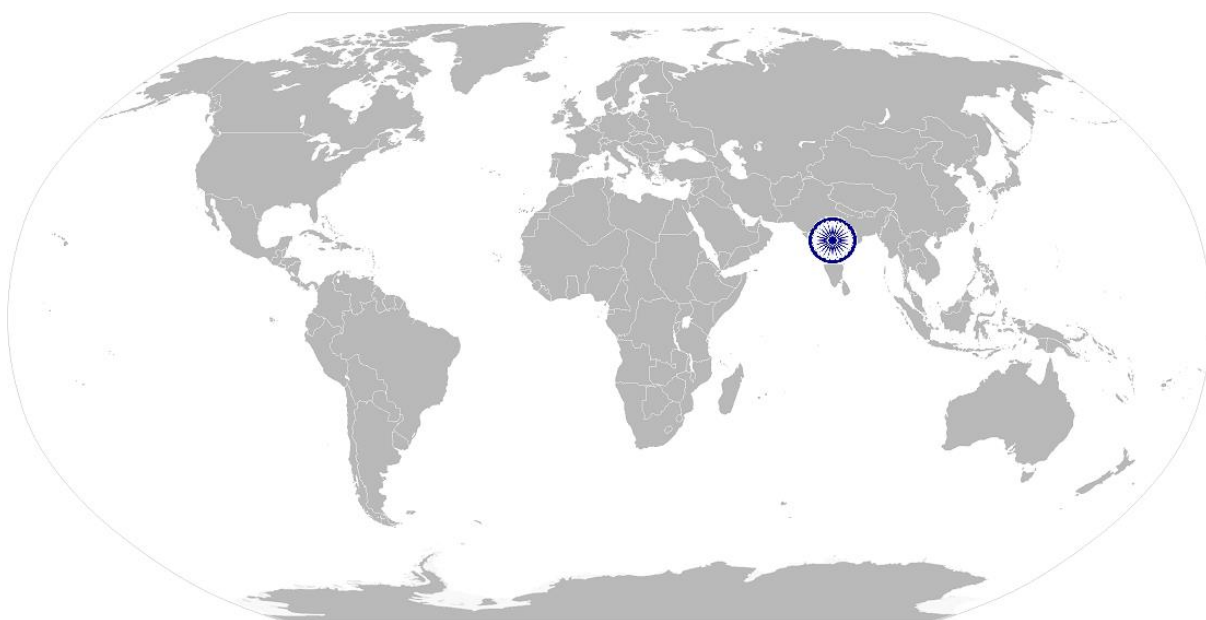
Overview

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

Unit Code	MES/ N 0203
Unit Title (Task)	Manage sales teams
Description	This OS unit is about planning and monitoring efforts of the sales teams within the designated area of responsibility
Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> Manage sales teams and monitor achievement of targets within the area of responsibility <ul style="list-style-type: none"> For any of the following mediums: Television, Print, Radio, Digital, Out-of-home To sell any of the following ad inventory: 10 second ad spots (Television/Radio), Sq.cm. ad space (Print), Banners (frames, pop-ups, floating/expanding ads), classifieds, text ads (Digital), Bill-boards, promotions, street furniture, transit assets, alternative media including digital displays, cinema, stadiums, airports, malls (Out-of-home)
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Manage sales teams and monitor achievement of targets within the area of responsibility	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Develop a sales plan to achieve targets within the designated area of responsibility</p> <p>PC2. Lead, monitor and motivate the sales force to achieve sales targets</p> <p>PC3. Supervise meetings with sales executives to monitor sales activities and suggest ways/methods to improve performance</p> <p>PC4. Prepare a monthly sales performance report</p> <p>PC5. Resolve conflicts and escalate issues (where required) to the Sales Director (Media Organization)</p>
Knowledge and Understanding (K)	
C. Organizational Context (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. The overall sales strategy, plan and budget</p> <p>KA2. The sales forecast and targets for each segment</p> <p>KA3. Features and characteristics of the organization/services and its competitive advantages and weaknesses in comparison with peers</p> <p>KA4. The manpower resources available, their capabilities, roles and responsibilities</p> <p>KA5. The customers in each segment and their estimated spends</p> <p>KA6. The competitors corresponding sales performance within the designated area of responsibility</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. How to develop an area-wise sales vision and plan</p> <p>KB2. How to apply different methods to motivate people and empower them with the skills and knowledge to achieve sales targets</p> <p>KB3. The methods of receiving feedback from customers</p>

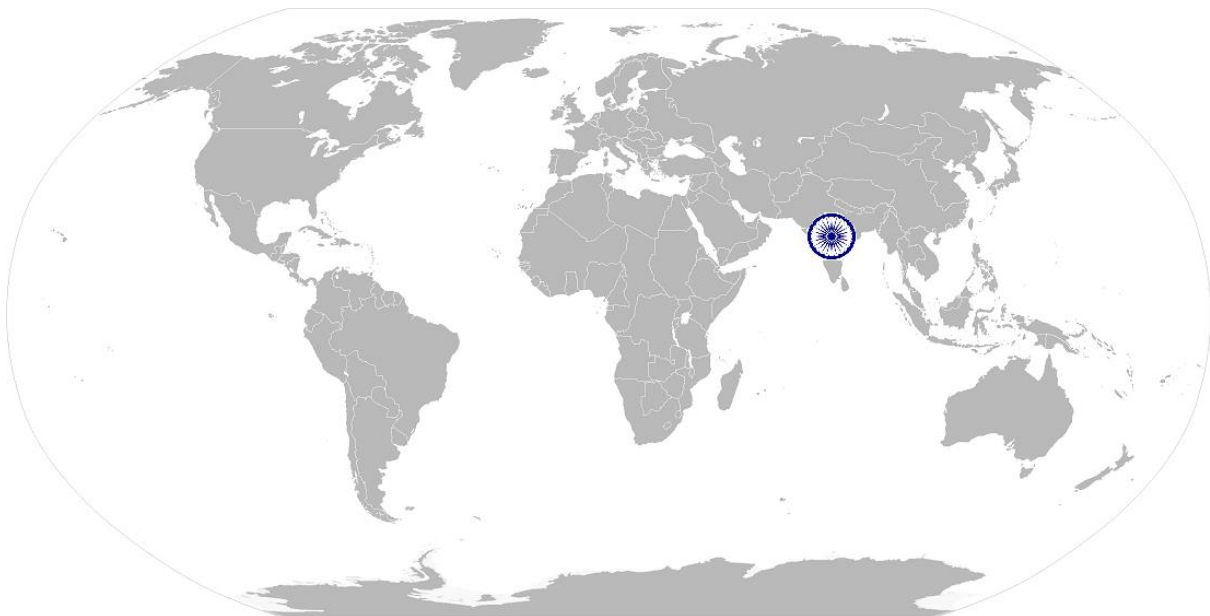
	<p>KB4. How to foster an environment of creativity and innovation</p> <p>KB5. Tools and techniques, to analyse data, understand trends and improve sales performance</p> <p>KB6. Training methodologies such as case-studies, role plays, simulations</p> <p>KB7. Applicable legal and regulatory requirements</p>
Skills (S) (Optional)	
E. Core Skills/ Generic Skills	Writing Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. Prepare the sales vision and plan for the given area of responsibility using the manpower and financial resources available</p> <p>SA2. Document sales targets at an individual level</p> <p>SA3. 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)</p>
	Reading Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. Read and understand the overall sales strategy, plan, forecasts and targets</p> <p>SA5. Read and understand the historical sales targets and actual sales reports</p>
	Oral Communication (Listening and Speaking skills)
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA6. Communicate sales targets and plans to the sales force within the designated area of responsibility and ensure they understand the importance of achieving them in the context of meeting the overall objectives of the organisation</p> <p>SA7. Motivate the sales force to achieve targets and empower them with the tools and techniques to improve sales performance</p> <p>SA8. Attend key sales meetings and help the team bring in new clients, handle tough negotiations and close deals</p> <p>SA9. Escalate issues (if required) to the Sales Director (Media Organization)</p>
F. Professional Skills	Decision Making
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Take relevant decisions within the given area of responsibility to achieve sales objectives, forecasts and targets</p>
	Plan and Organize
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. Develop the area-wise sales plan with realistic timelines to achieve sales targets</p>
	Problem Solving
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. Identify issues that may arise during the sales process and find solutions to address them</p> <p>SB4. Escalate key issues to the Sales Director (Media Organization) (if required)</p>

	Analytical Thinking
	The user/individual on the job needs to know and understand how to: SB5. Analyse actual and historical sales performance and determine key trends that could aid in decision-making/ course correction to achieve sales targets
	Critical Thinking
	The user/individual on the job needs to know and understand how to: SB6. Monitor sales team during actual sales meetings and determine/ suggest new and innovative ways to improve sales performance



NOS Version Control

NOS Code	MES / N 0203		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	09/11/14
Sub-sector	Television, Print, Radio, Digital, Out-of-home	Last reviewed on	21/11/14
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National Occupational Standard



Overview

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

Acquire and maintain advertising sales clients

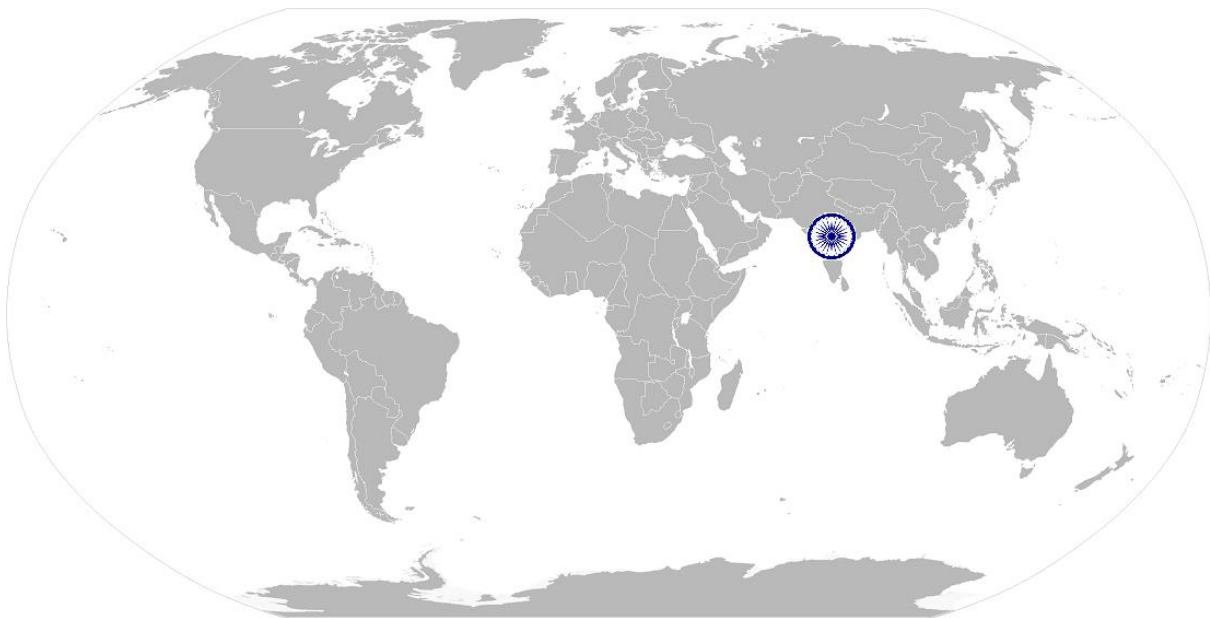
Unit Code	MES/ N 0204
Unit Title (Task)	Acquire and maintain advertising sales clients
Description	This OS unit is about attracting and maintaining potential advertising sales clients.
Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> Identifying potential advertising sales clients which could include Media agencies, Brand Managers and Marketing Heads of leading companies across industry sectors <ul style="list-style-type: none"> Across any of the following mediums: Television, Print, Radio, Digital and Out-of-home To sell any of the following ad inventory: 10 second ad spots (Television/Radio), Sq.cm. ad space (Print), Banners (frames, pop-ups, floating/expanding ads), classifieds, text ads (Digital), Bill-boards, promotions, street furniture, transit assets, alternative media including digital displays, cinema, stadiums, airports, malls (Out-of-home)
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Identifying 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, and the resources available with it to do so</p> <p>PC3. Market the credibility and track record of your organization to potential clients, and sell them the benefits of advertising through it</p>
Knowledge and Understanding (K)	
D. Organizational Context (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. Technical Knowledge	<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 analyse 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 and questioning techniques to identify clients' needs</p>

Acquire and maintain advertising sales clients

	<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>
Skills (S) (Optional)	
G. Core Skills/ Generic Skills	Writing Skills
	<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> <p>SA2. Archive information about clients that may be beneficial in strengthening relationships with them in the future</p> <p>SA3. Create and maintain client databases</p>
	Reading Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. Research the clients' business, industry, product/service, target market and past marketing efforts</p> <p>SA5. Gather information on the consumption habits of the target audience</p> <p>SA6. Research the services offered by competitors and their business model</p>
	Oral Communication (Listening and Speaking skills)
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA7. Identify and network with potential clients through personal networks, recommendations from existing clients, cold calls, industry events</p> <p>SA8. Make contact and build rapport with identified potential clients</p> <p>SA9. Network with content production teams to identify opportunities for media integrations</p>
H. Professional Skills	Analytical Thinking
	<p>The user/individual on the job needs to know and understand how to:</p> <p>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</p> <p>SB2. Use life-time value/profitability measurement techniques (to establish customer value)</p>

NOS Version Control

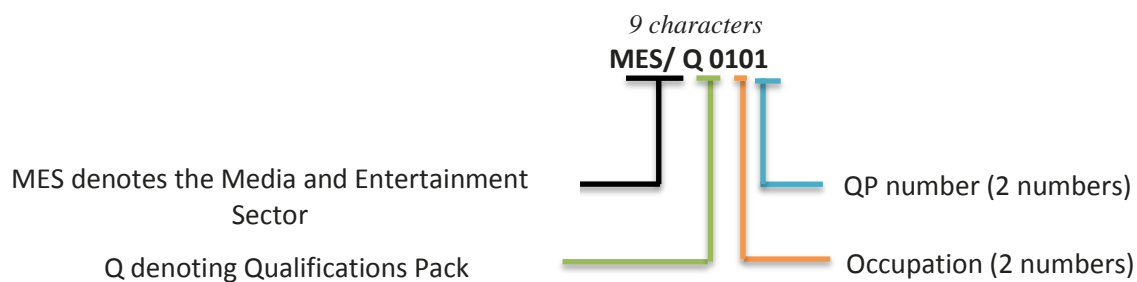
NOS Code	MES / N 0204		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	09/11/14
Sub-sector	Television, Print, Radio, Digital, Out-of-home	Last reviewed on	21/11/14
Occupation	Ad Sales / Account Management/ Scheduling/ Traffic	Next review date	20/11/16



Annexure

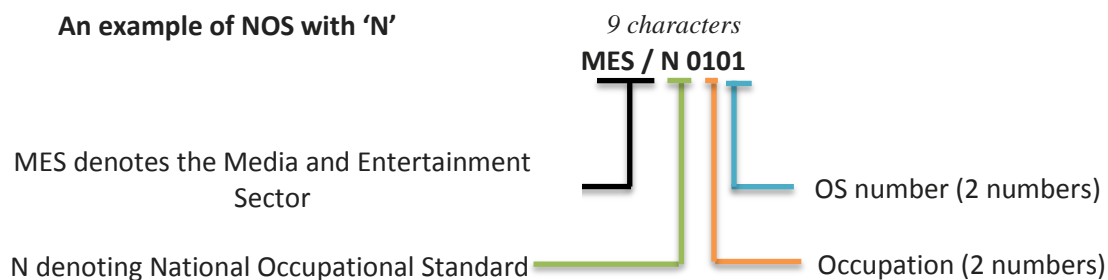
Nomenclature for QP and NOS

Qualifications Pack



Occupational Standard

An example of NOS with 'N'



[Back to top...](#)

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/ Scheduling/ Traffic	02
Next two numbers	Sales Director (Media Organization)	01