

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



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### Introduction

#### Qualifications Pack-Sales Manager

**SECTOR:** MEDIA AND ENTERTAINMENT

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

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

**REFERENCE ID:** MES/Q0202

**ALIGNED TO:** NCO-2015/1221.0602

**Sales Manager (Media Organization) in the Media & Entertainment Industry is also known as an Area Sales Manager (Media Organization) / Territory Sales Manager (Media Organization)**

**Brief Job Description:** Individuals at this job are responsible to lead sales activities within the designated area of responsibility

**Personal Attributes:** This job requires the individual to plan, lead, manage and motivate sales teams within the designated area of responsibility to achieve the targets set by the Sales Director. The individual is also required to acquire and maintain key clients, develop/ oversee the development of proposals and close sales orders. The individual is also responsible to create and monitor the sales budget within the area of responsibility.

### 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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<b>Qualifications Pack Code</b>	<b>MES/Q0202</b>		
<b>Job Role</b>	<b>Sales Manager</b> 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>09/11/2014</b>
<b>Sub-sector</b>	<b>Television, Print, Radio, Digital, Out-of-home</b>	<b>Last reviewed on</b>	<b>26/11/2018</b>
<b>Occupation</b>	<b>Ad Sales / Account Management/ Scheduling/ Traffic</b>	<b>Next review date</b>	<b>20/06/2021</b>
<b>NSQC Clearance on</b>	<b>22/08/2019</b>		

<b>Job Role</b>	<b>Sales Manager</b>
<b>Role Description</b>	Lead sales activities within the designated area of responsibility
<b>NSQF level</b>	6
<b>Minimum Educational Qualifications</b>	Graduate
<b>Maximum Educational Qualifications</b>	Post-graduate in Sales & Marketing
<b>Prerequisite License or Training</b>	Customer Relationship Management, Selling techniques
<b>Minimum Job Entry Age</b>	18 years
<b>Experience</b>	4-6 years
<b>Applicable National Occupational Standards (NOS)</b>	<p><b>Compulsory:</b></p> <ol style="list-style-type: none"> <li><a href="#">MES/N0201 (Keep apprised with developments in the industry)</a></li> <li><a href="#">MES/N0203 (Create and monitor the Ad sales budget)</a></li> <li><a href="#">MES/N0204 (Develop advertising sales proposals)</a></li> <li><a href="#">MES/N0205 (Acquire and maintain advertising sales clients)</a></li> <li><a href="#">MES/N0206 (Manage sales teams)</a></li> <li><a href="#">MES/N0211 (Close an advertising sales order)</a></li> <li><a href="#">MES/N0104 (Maintain workplace health and safety)</a></li> </ol> <p><b>Optional:N.A.</b></p>
<b>Performance Criteria</b>	As described in the relevant OS units

Definitions

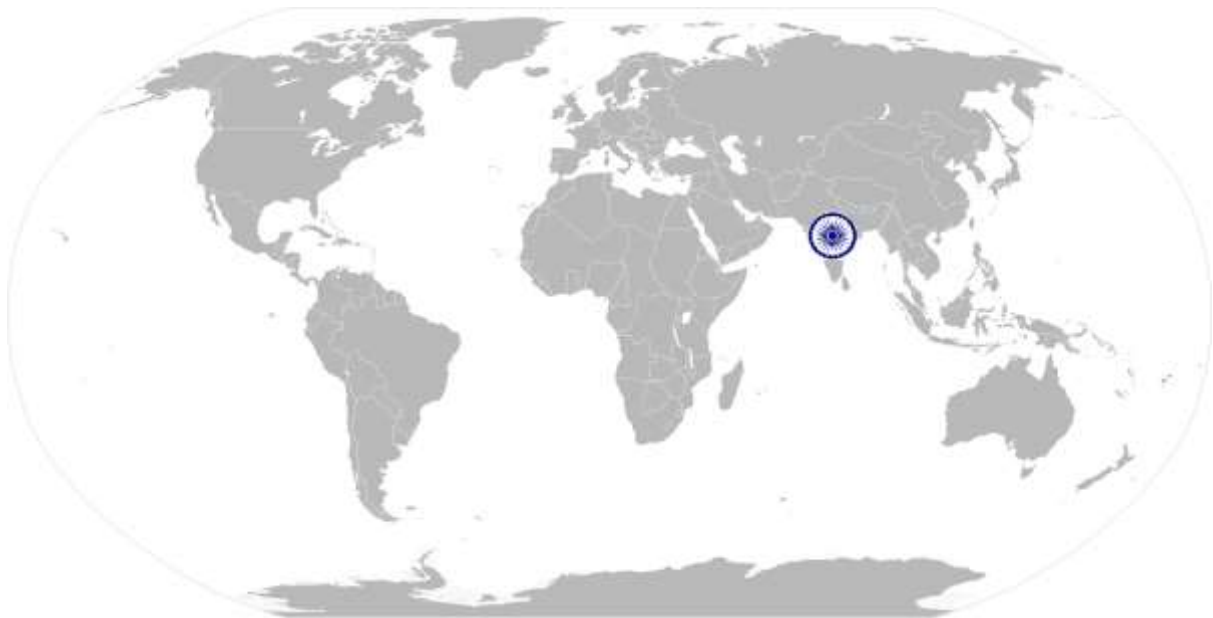
Keywords /Terms	Description
Ad views	Total number of times the advertisement has been seen by the audience
Barter	An offer in which advertisement space/time is exchanged for goods/ non-monetary consideration
Billing	The total invoiced value payable by the client for the advertisement time/space purchased
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.

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**

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



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## Overview

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



**MES/N0201**

**Keep apprised with developments in the industry**

**National Occupational Standard**

<b>Unit Code</b>	<b>MES/N0201</b>
<b>Unit Title (Task)</b>	<b>Keep apprised with developments in the industry</b>
<b>Description</b>	This OS unit is about knowing the organization, the competitors and the market well to be able to carry out the job effectively
<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>Monitoring and understanding the market and the competitors and continuously seeking out new opportunities</li> <li>Identifying information needed to carry out the job effectively</li> <li>Identifying new innovations and future developments that might benefit the organization or the clients</li> </ul>
<b>Performance Criteria (PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
Monitoring and understanding the market and the competitors and continuously seeking out new opportunities	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. monitor any changes or updates in the market</p> <p>PC2. understand the market, its various elements and how they affect the organization</p> <p>PC3. identify new opportunities in the market</p> <p>PC4. analyze how these opportunities can be leveraged to benefit the organization</p> <p>PC5. identify who the competitors are, who their major clients are and how their activity is changing</p>
Identifying information needed to carry out the job effectively	<p>PC6. extract key facts from formal and informal sources and analyze how it can be used by the organization</p> <p>PC7. actively participate in forums and discussions to be able to keep updated with any new changes in the industry/ its practices</p> <p>PC8. keep up-to-date with the laws and any other regulations that can apply to the organization</p>
Identifying new innovations and future developments that might benefit the organization or the clients	<p>PC9. keep track of any changes in the industry and how they can be converted into useful opportunities</p> <p>PC10. analyze the market and forecast what the powerful trends would be that can affect the organization in any way</p> <p>PC11. keep up-to-date with any changes in policies that can affect the client's business</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. the brand and the market position of the organization</p> <p>KA2. organization's capabilities, culture, ways of working and marketing mix</p> <p>KA3. different business functions in the organization and the various aspects related to the job role</p>

**MES/N0201**

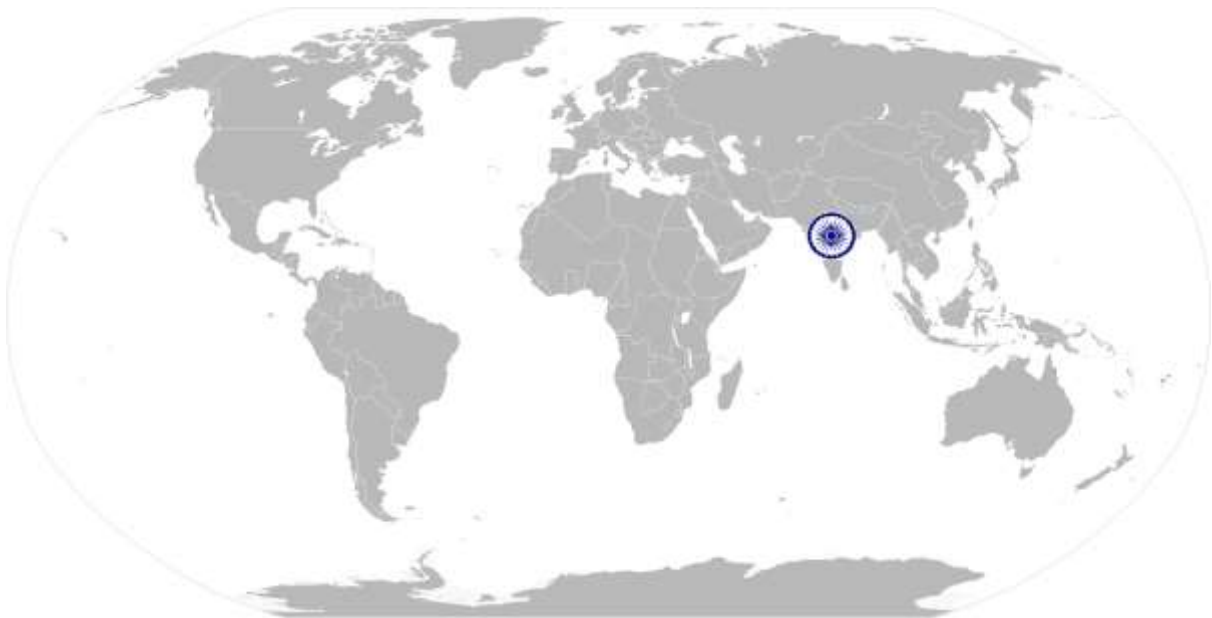
**Keep apprised with developments in the industry**

<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. fundamentals of advertising and marketing</p> <p>KB2. how to prepare a brief for sales or account teams</p> <p>KB3. how to present the idea/concept to the client</p> <p>KB4. how to present the final work-products</p> <p>KB5. applicable legal and regulatory requirements</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. prepare a brief that effectively encapsulates the idea and its impact</p> <p>SA2. prepare a brief about the industry trends and how they can impact the client</p> <p>SA3. prepare client reports and presentations, as required</p> <p>SA4. prepare a presentation about industry trends for the internal teams</p>
	<b>Reading Skills</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA5. read and interpret all relevant research information</p>
	<b>Oral Communication (Listening and Speaking skills)</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA6. liaise with the client and internal teams and ensure that the former's needs are understood and well-executed by the latter</p> <p>SA7. discuss and finalize the changes in accordance with the industry trends and how they are to be implemented</p> <p>SA8. review and present final information to the respective teams</p>
	<b>B. Professional Skills</b>
	<b>Plan and Organize</b>
<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. organize discussions/ meetings with the clients or the internal teams as the need may be to analyze market trends</p> <p>SB2. store information so you can easily access it when you need it</p>	
<b>Customer Centricity</b>	
<p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. ensure that the information gathered is relevant to the clients and their business</p>	
<b>Problem Solving</b>	
<p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. tackle issues that may arise due to industry changes and minimize the impact it may have on the organization's functioning</p>	
<b>Decision making</b>	
<p>The user/individual on the job needs to know and understand how to:</p> <p>SB5. identify ways to keep up-to-date with changes in your organisation's, your competitors' and your clients' products, services and processes</p>	
<b>Analytical Thinking</b>	
<p>The user/individual on the job needs to know and understand how to:</p> <p>SB6. extract key facts from formal and informal sources of information and analyse it for its usefulness to you</p>	
<b>Critical Thinking</b>	
<p>The user/individual on the job needs to know and understand how to:</p>	

MES/N0201

Keep apprised with developments in the industry

	<p>SB7. identify new innovations and future developments in advertising that might benefit your clients</p> <p>SB8. keep up-to-date with the laws, regulations and guidelines that govern advertising and the sale of advertising</p>
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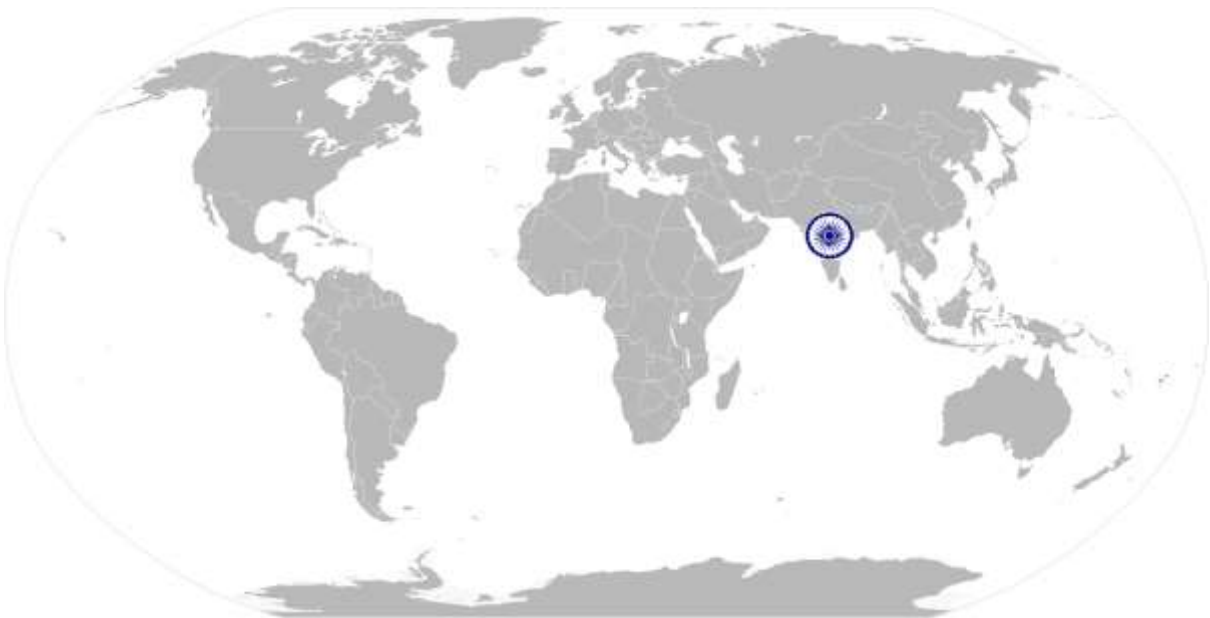


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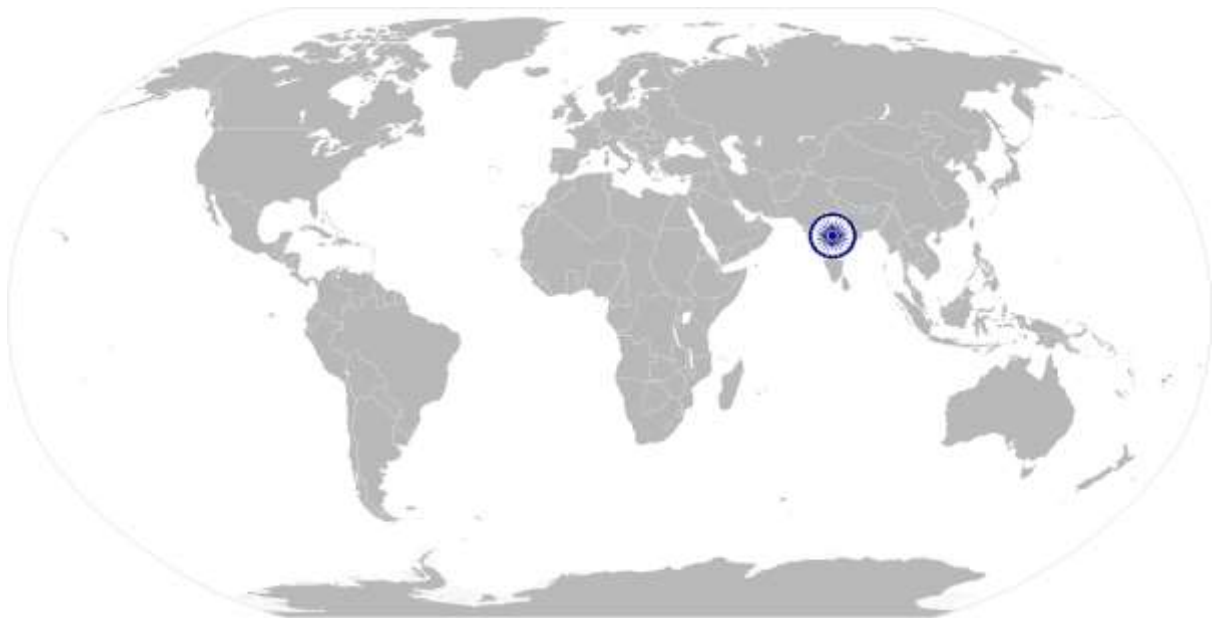
**Keep apprised with developments in the industry**

## NOS Version Control

<b>NOS Code</b>	<b>MES/N0201</b>		
<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>26/11/2018</b>
<b>Occupation</b>	<b>Ad Sales / Account Management/ Scheduling/ Traffic</b>	<b>Next review date</b>	<b>20/06/2021</b>



# National Occupational Standard



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## Overview

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

MES/N0203

**Create and monitor the ad sales budget**

National Occupational Standard

<b>Unit Code</b>	<b>MES/N0203</b>
<b>Unit Title (Task)</b>	<b>Create and Monitor the Ad sales budget</b>
<b>Description</b>	This OS unit is about estimating the cost of sales activities, developing a formal budget and monitoring it against actual expenses
<b>Scope</b>	This unit/task covers the following: <ul style="list-style-type: none"> <li>Estimating the cost of sales activities and preparing an ad sales budget</li> <li>Monitoring an ad sales budget</li> </ul>
<b>Performance Criteria (PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
Estimating the cost of sales activities and preparing an ad sales budget	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> <li>PC1. determine the requirements to achieve the sales forecasts and corresponding costs, taking into account team salaries and variable bonuses, ad sales volume commissions, sales conferences and events, travel, hotel and local conveyance, communication expenses, annual license cost for inventory and billing software</li> <li>PC2. determine the sequence of activities in terms of their cost implications and expenses for each item</li> <li>PC3. prepare a sales budget (either using budgeting/ tabulation software or by hand) with details on required expenses for each activity</li> <li>PC4. 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</li> </ul>
Monitoring an ad sales budget	PC5. 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
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> <li>KA1. the requirements to achieve the sales forecasts and corresponding costs</li> <li>KA2. the Sales expenses for previous years and reasons for variations between targets and actuals</li> </ul>
<b>B. Technical Knowledge</b>	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> <li>KB1. how to estimate the sales efforts that would be required to achieve the targets and determine the associated costs</li> <li>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</li> <li>KB3. how to break down each task/ activity into cost heads</li> <li>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)</li> <li>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</li> </ul>

MES/N0203

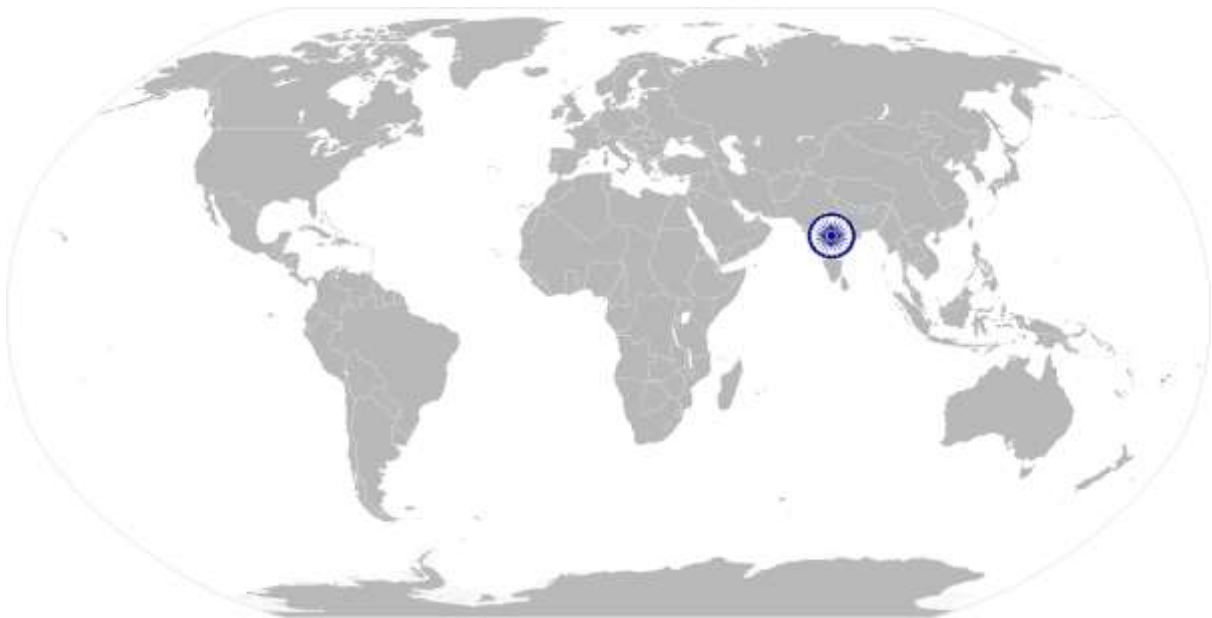
Create and monitor the ad sales budget

	<p>KB6. the typical areas of overruns and how to build in adequate contingency into 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>
<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. prepare and document a sales budget (on paper or using a computer)</p> <p><b>Reading Skills</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA2. read/research the organization's prior budgets and requirements</p> <p>SA3. undertake background research and collect information on expense items</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. discuss and agree on the sales budget with the financier</p> <p>SA5. understand the brief from the financier and any constraints/ limitations on the budget</p> <p>SA6. communicate the final budget to key decision makers, financiers and members of the sales team</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 relevant decisions related to sales activities required to achieve sales forecasts for the year e.g. events, locations, conferences</p> <p>SB2. take remedial action where there is significant variance between budgets and plans</p> <p><b>Plan and Organize</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. how to plan expenses and outflow of finances in a manner that is cost effective</p> <p>SB4. how to track the sales budget, ensure activities stay within the agreed budget and minimize overruns</p> <p>SB5. keep accurate records</p> <p><b>Analytical Thinking</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB6. how to assess the impact of selecting sales activities and its impact on the budget requirements</p> <p><b>Critical Thinking</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB7. act within the limits of your authority</p> <p><b>Problem Solving</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB8. use the lessons learnt from previous budget planning and implementation to formulate future budgets</p>

MES/N0203

Create and monitor the ad sales budget

	SB9. identify internal and external factors that are likely to have a positive or negative effect on budgets
	<b>Customer Centricity</b>
	The user/individual on the job needs to know and understand how to: SB10. be vigilant and identify any irregular or potentially fraudulent activity

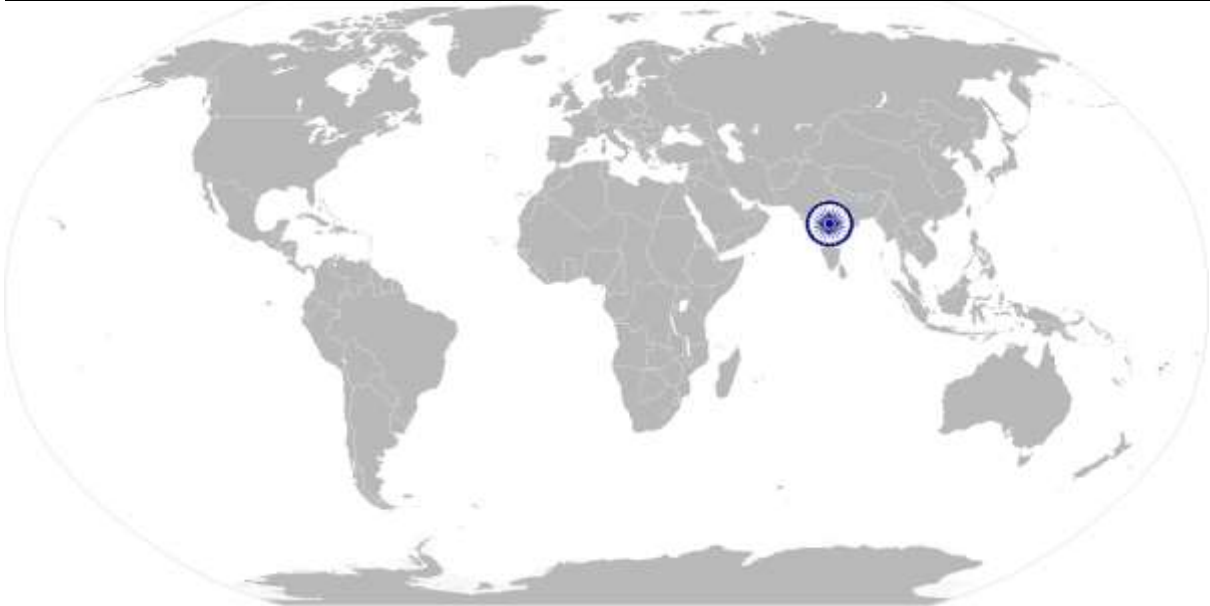


MES/N0203

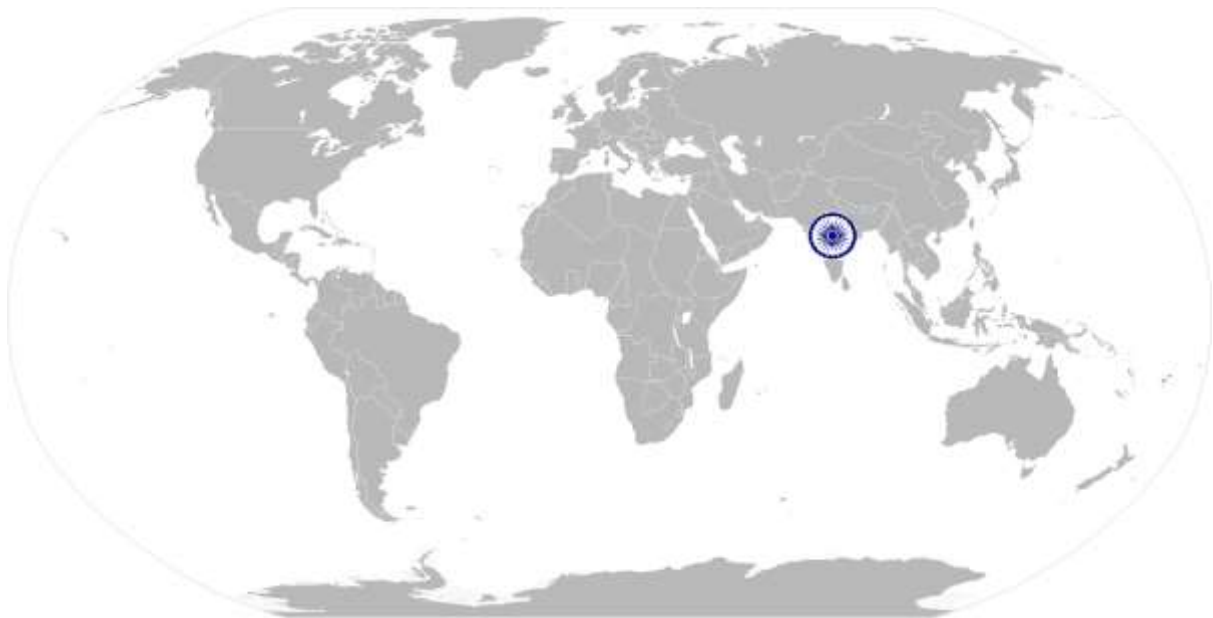
Create and monitor the ad sales budget

## NOS Version Control

<b>NOS Code</b>	<b>MES/N0203</b>		
<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>09/11/2014</b>
<b>Sub-sector</b>	<b>Television, Print, Radio, Digital, Out-of-home</b>	<b>Last reviewed on</b>	<b>26/11/2018</b>
<b>Occupation</b>	<b>Ad Sales / Account Management/ Scheduling/ Traffic</b>	<b>Next review date</b>	<b>20/06/2021</b>



# National Occupational Standard



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## Overview

This unit is about developing sales proposals for advertising sales

**MES/N0204**

**Develop advertising sales proposals**

<b>National Occupational Standard</b>	<b>Unit Code</b>	MES/N0204
	<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>	This unit/task covers the following: <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	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> <li>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)</li> <li>PC2. conduct audience analysis including consumption habits, lifestyles, ratings illustrations and comparison with peers</li> <li>PC3. perform costing procedures for key variables and calculate potential adjustments that could be factored in during the negotiation process</li> <li>PC4. articulate the sales process and provide recommendations to the client on the relevant legislation, standards and policies</li> <li>PC5. develop and submit proposals within the timeframe agreed and in the format requested by the client</li> </ul>
	<b>Knowledge and Understanding (K)</b>	
	<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> <li>KA1. pricing policies at the organization</li> <li>KA2. advertisement rates for the spectrum of advertising possibilities available</li> <li>KA3. discount percentages and when they apply</li> <li>KA4. the products/services offered by your organization as opposed to those by your competitors</li> <li>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.</li> <li>KA6. departments within the organization that may provide information and assistance in preparing the proposal e.g. marketing, production</li> </ul>
	<b>B. Technical Knowledge</b>	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> <li>KB1. ad-rates and how variables (like reach/time-spent, readership, listenership/time-spent, page views, impressions, occupancy/availability, client credit limit) influence them</li> <li>KB2. how to read and analyse audience and market information and derive trends that can aid development of proposals</li> <li>KB3. fundamentals of Microsoft Office tools, especially Microsoft PowerPoint</li> </ul>



MES/N0204

Develop advertising sales proposals

	<p>KB4. advertisement value calculation methods</p> <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/ 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>B. Professional Skills</b></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>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>	



**MES/N0204**

**Develop advertising sales proposals**

	<b>Decision Making</b>
	SB7. incorporate several factors and decide on the organization’s sales strategy, objectives and sales structure

## NOS Version Control

<b>NOS Code</b>	MES/N0204		
<b>Credits(NSQF)</b>	TBD	<b>Version number</b>	1.0
<b>Sector</b>	Media and Entertainment	<b>Drafted on</b>	09/11/2014
<b>Sub-sector</b>	Television, Print, Radio, Digital, Out-of-home	<b>Last reviewed on</b>	26/11/2018
<b>Occupation</b>	Ad Sales / Account Management/ Scheduling/ Traffic	<b>Next review date</b>	20/06/2021



MES/N0205

NOS

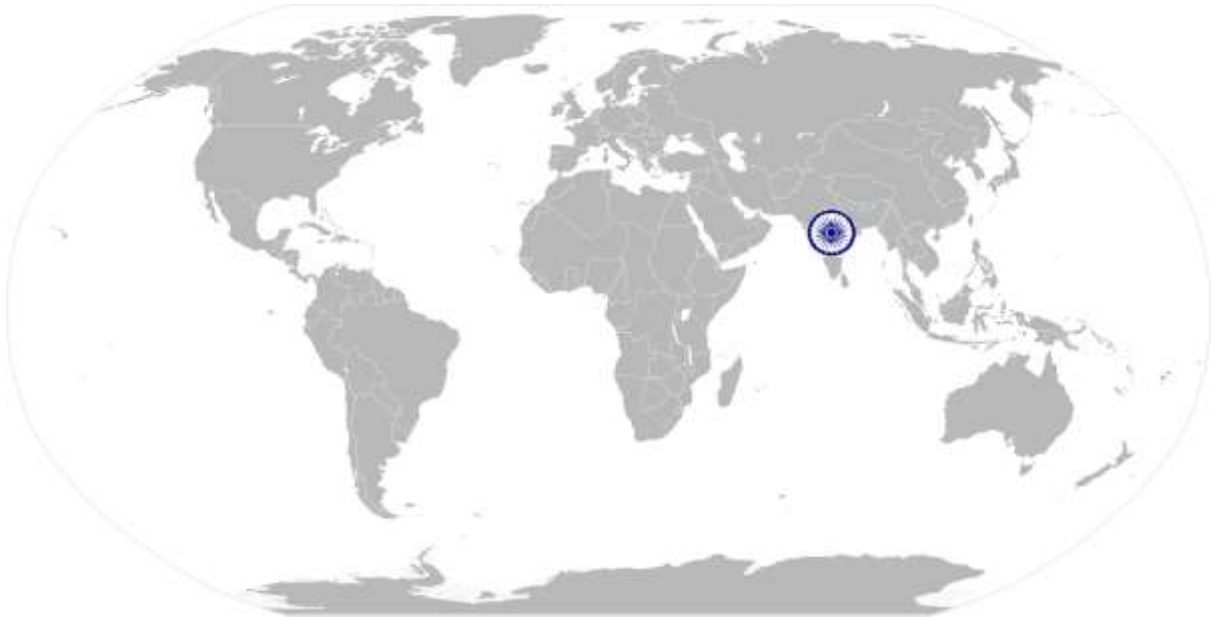
National Occupational Standards

Acquire and maintain advertising sales clients



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# National Occupational Standard



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## Overview

This unit is about attracting and maintaining potential advertising sales clients



NOS

National Occupational Standards



MES/N0205

Acquire and maintain advertising sales clients

National Occupational Standard

<b>Unit Code</b>	MES/N0205
<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> (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>Writing Skills</b>

<b>A. Core Skills/ Generic Skills</b>	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> <li>SA1. organize and store documentation detailing correspondence and conversations with clients, and any agreements that may have been reached</li> <li>SA2. archive information about clients that may be beneficial in strengthening relationships with them in the future</li> <li>SA3. create and maintain client databases</li> </ul>
	<b>Reading Skills</b>
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> <li>SA4. research the clients' business, industry, product/service, target market and past marketing efforts</li> <li>SA5. gather information on the consumption habits of the target audience</li> <li>SA6. research the services offered by competitors and their business model</li> </ul>
	<b>Oral Communication (Listening and Speaking skills)</b>
<b>B. Professional Skills</b>	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> <li>SA7. identify and network with potential clients through personal networks, recommendations from existing clients, cold calls, industry events</li> <li>SA8. make contact and build rapport with identified potential clients</li> <li>SA9. network with content production teams to identify opportunities for media integrations</li> </ul>
	<b>Analytical Thinking</b>
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> <li>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</li> <li>SB2. use life-time value/profitability measurement techniques (to establish customer value)</li> <li>SB3. research background information about potential clients' business, product or service, target market and normal marketing activity</li> </ul>
	<b>Decision Making</b>
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> <li>SB4. identify decision makers within potential client organisations and find ways to reach them</li> </ul>
	<b>Plan and Organize</b>
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> <li>SB5. keep record information about clients that may help create rapport in the future</li> </ul>
	<b>Customer Centricity</b>
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> <li>SB6. be open, honest and clear about what you can deliver</li> <li>SB7. be responsive to clients' queries and handle objectives positively</li> <li>SB8. build rapport and empathy and use gentle questioning to identify clients' needs and budget</li> </ul>
	<b>Problem Solving</b>
The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> <li>SB9. identify what your competitors are doing in potential clients' target markets and the benefits of advertising through your organisation or brand</li> </ul>	
<b>Critical Thinking</b>	
SB10. identify potential clients whose target market you can realistically reach	



# NOS

National Occupational Standards

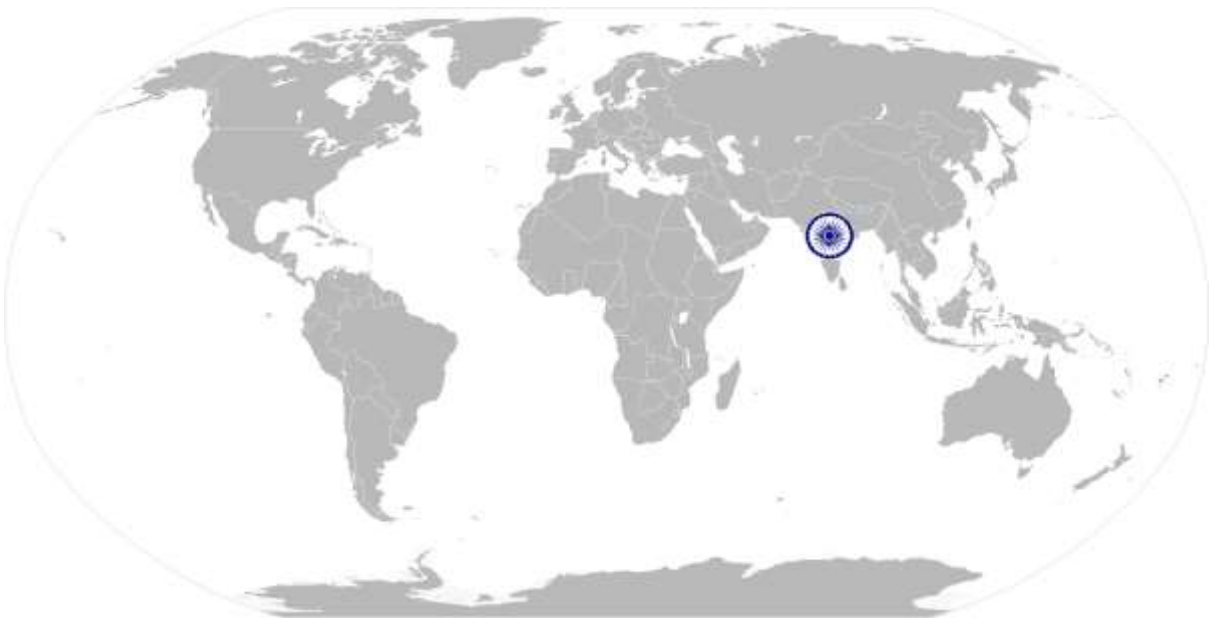


MES/N0205

Acquire and maintain advertising sales clients

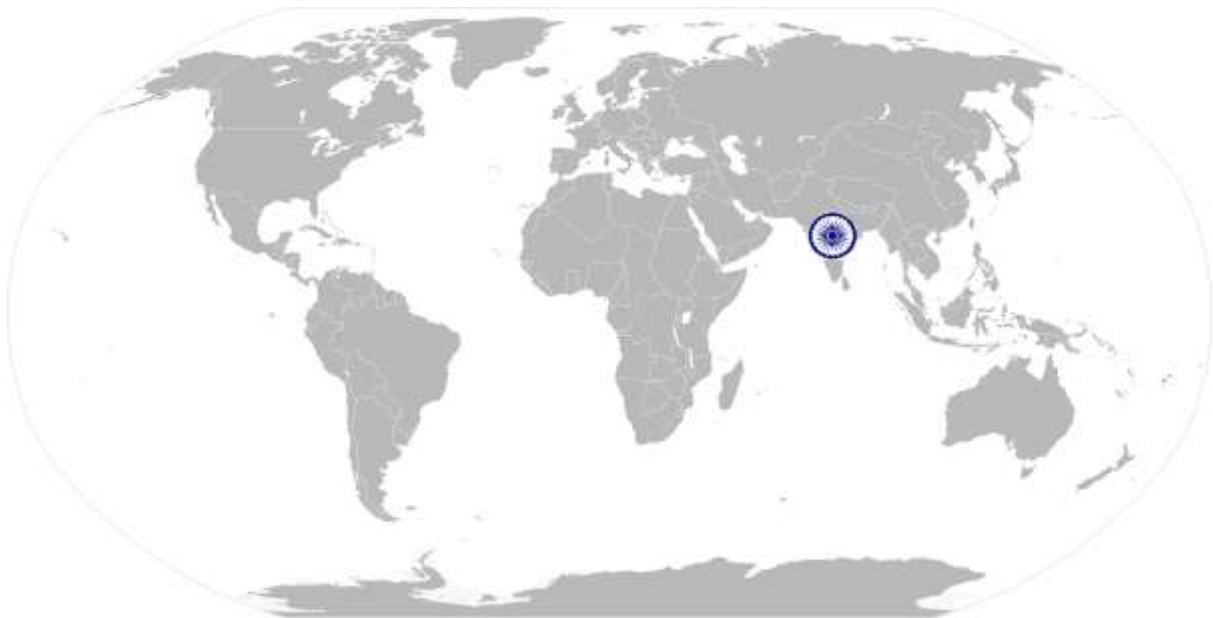
## NOS Version Control

<b>NOS Code</b>	MES/N0205		
<b>Credits(NSQF)</b>	TBD	<b>Version number</b>	1.0
<b>Sector</b>	Media and Entertainment	<b>Drafted on</b>	09/11/2014
<b>Sub-sector</b>	Television, Print, Radio, Digital, Out-of-home	<b>Last reviewed on</b>	26/11/2018
<b>Occupation</b>	Ad Sales / Account Management/ Scheduling/ Traffic	<b>Next review date</b>	20/06/2021



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# National Occupational Standard



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## Overview

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

<b>Unit Code</b>	MES/N0206
<b>Unit Title (Task)</b>	Manage sales teams
<b>Description</b>	This OS unit is about planning and monitoring efforts of the sales teams within the designated area of responsibility
<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>Manage sales teams and monitor achievement of targets, as appropriate <ul style="list-style-type: none"> <li>For various mediums: Television, Print, Radio, Digital, 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>
Manage sales teams and monitor achievement of targets	<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</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. 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</p>
<b>B. Technical Knowledge</b>	<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/techniques to analyze 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>
<b>Skills (S) (Optional)</b>	
	<b>Writing Skills</b>



<b>A. Core Skills/ Generic Skills</b>	The user/individual on the job needs to know and understand how to: SA1. prepare the sales vision and plan for the given area of responsibility using the manpower and financial resources available SA2. document sales targets at an individual level 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)
	<b>Reading Skills</b>
	The user/individual on the job needs to know and understand how to: SA4. read and understand the overall sales strategy, plan, forecasts and targets SA5. read and understand the historical sales targets and actual sales reports
	<b>Oral Communication (Listening and Speaking skills)</b>
<b>B. Professional Skills</b>	The user/individual on the job needs to know and understand how to: SA6. communicate sales targets and plans to the sales force, as appropriate, and ensure they understand the importance of achieving them in the context of meeting the overall objectives of the organization SA7. motivate the sales force to achieve targets and empower them with the tools and techniques to improve sales performance SA8. attend key sales meetings and help the team bring in new clients, handle tough negotiations and close deals SA9. escalate issues (if required) to the Sales Director (Media Organization)
	<b>Decision Making</b>
	The user/individual on the job needs to know and understand how to: SB1. take relevant decisions within the given area of responsibility to achieve sales objectives, forecasts and targets
	<b>Plan and Organize</b>
	The user/individual on the job needs to know and understand how to: SB2. develop area-wise sales plan with realistic timelines to achieve sales targets
	<b>Problem Solving</b>
	The user/individual on the job needs to know and understand how to: SB3. identify issues that may arise during the sales process and find solutions to address them SB4. escalate key issues to the Sales Director (Media Organization) (if required)
	<b>Analytical Thinking</b>
	The user/individual on the job needs to know and understand how to: SB5. analyze actual and historical sales performance and determine key trends that could aid in decision-making/ course correction to achieve sales targets
	<b>Critical Thinking</b>
	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
<b>Customer Centricity</b>	
The user/individual on the job needs to know and understand: SB7. the team meets the client and organizational requirements.	



# NOS

National Occupational Standards

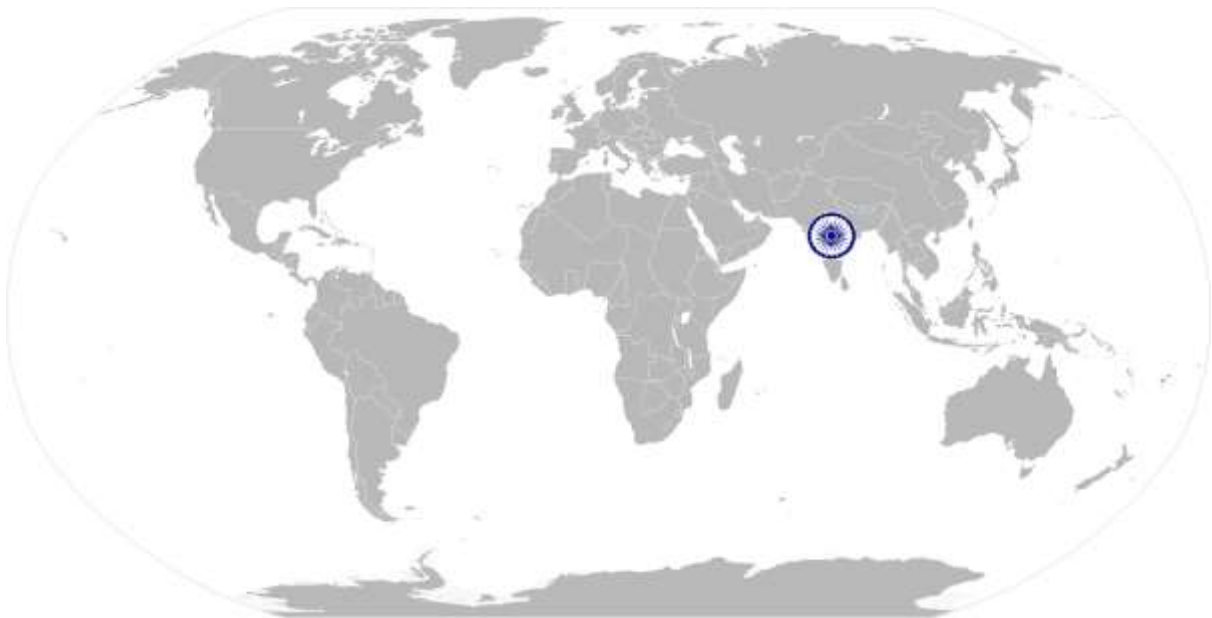


MES/N0206

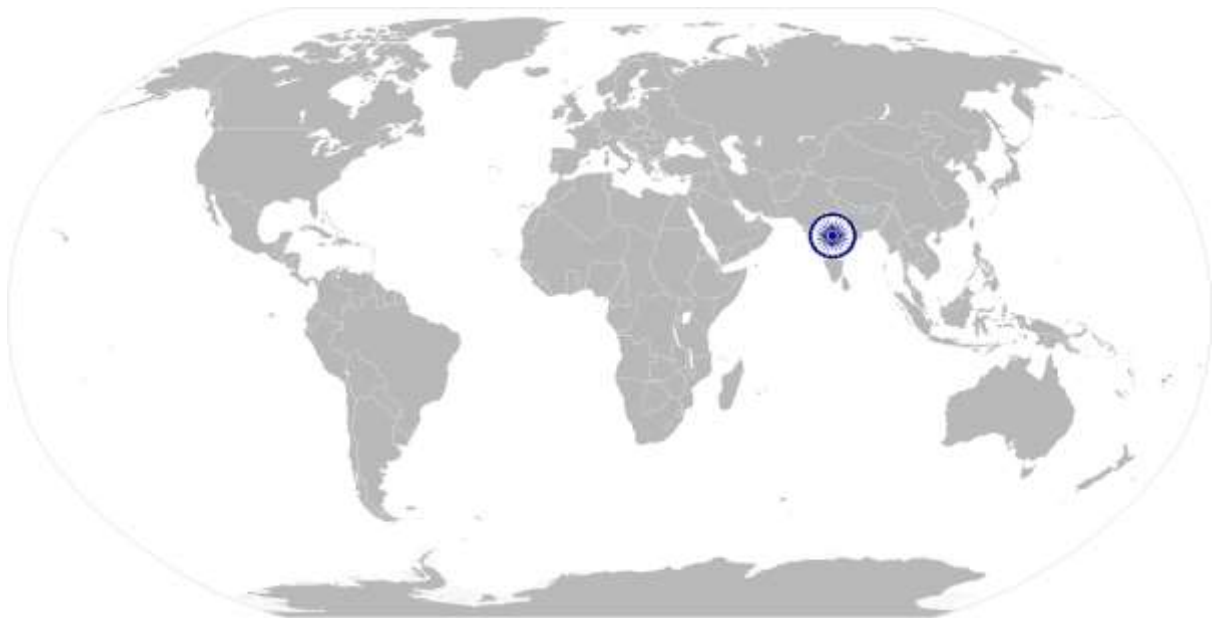
Manage Sales Teams

## NOS Version Control

<b>NOS Code</b>	<b>MES/N0206</b>		
<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>09/11/2014</b>
<b>Sub-sector</b>	<b>Television, Print, Radio, Digital, Out-of-home</b>	<b>Last reviewed on</b>	<b>26/11/2018</b>
<b>Occupation</b>	<b>Ad Sales / Account Management/ Scheduling/ Traffic</b>	<b>Next review date</b>	<b>20/06/2021</b>



# 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

MES/N0211

**Close an advertising sales order**

National Occupational Standard

<b>Unit Code</b>	<b>MES/N0211</b>
<b>Unit Title (Task)</b>	<b>Close an advertising sales order</b>
<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> (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/N0211

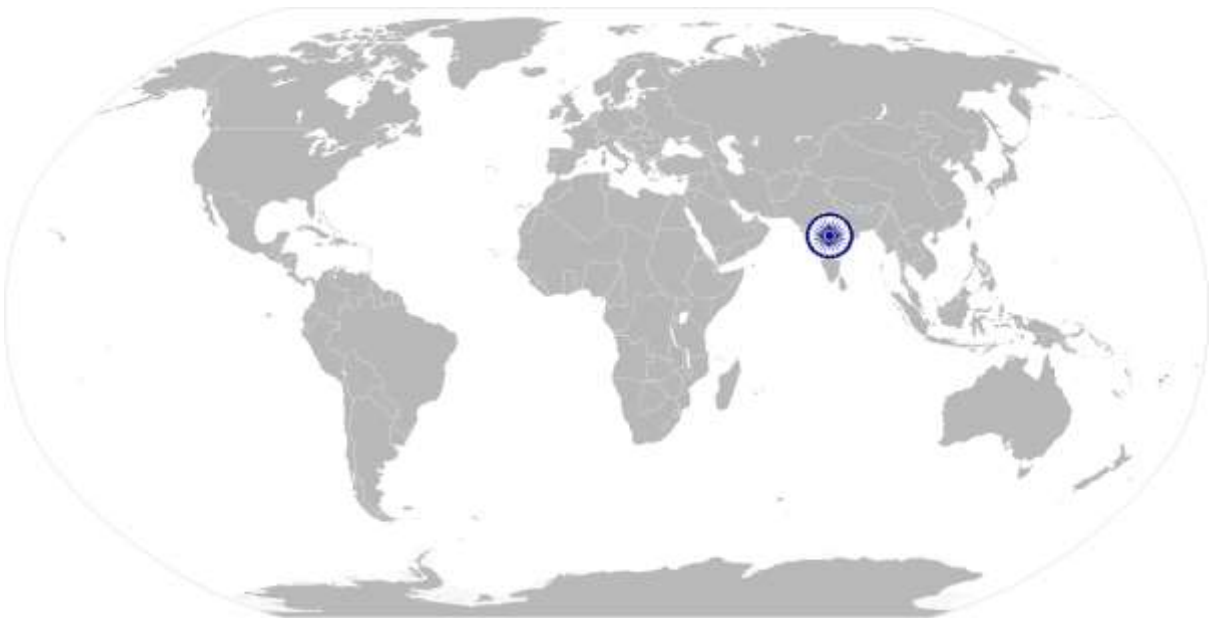
**Close an advertising sales order**

<b>B. Technical Knowledge</b>	<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>
<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. draft sales agreements listing out terms of sale as negotiated with the client</p>
	<b>Reading Skills</b>
	<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>
	<b>Oral Communication (Listening and Speaking skills)</b>
	<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>
<b>B. Professional Skills</b>	<b>Decision Making</b>
	<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>
	<b>Plan and Organize</b>
	<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>
	<b>Customer Centricity</b>
	<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>
<b>Problem Solving</b>	
<p>The user/individual on the job needs to know and understand how to:</p>	

MES/N0211

## Close an advertising sales order

	SB4. identify issues that may arise during the sales process and find solutions to address them
	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: 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: SB7. analyse the negotiation process and determine new and innovative ways to close deals	

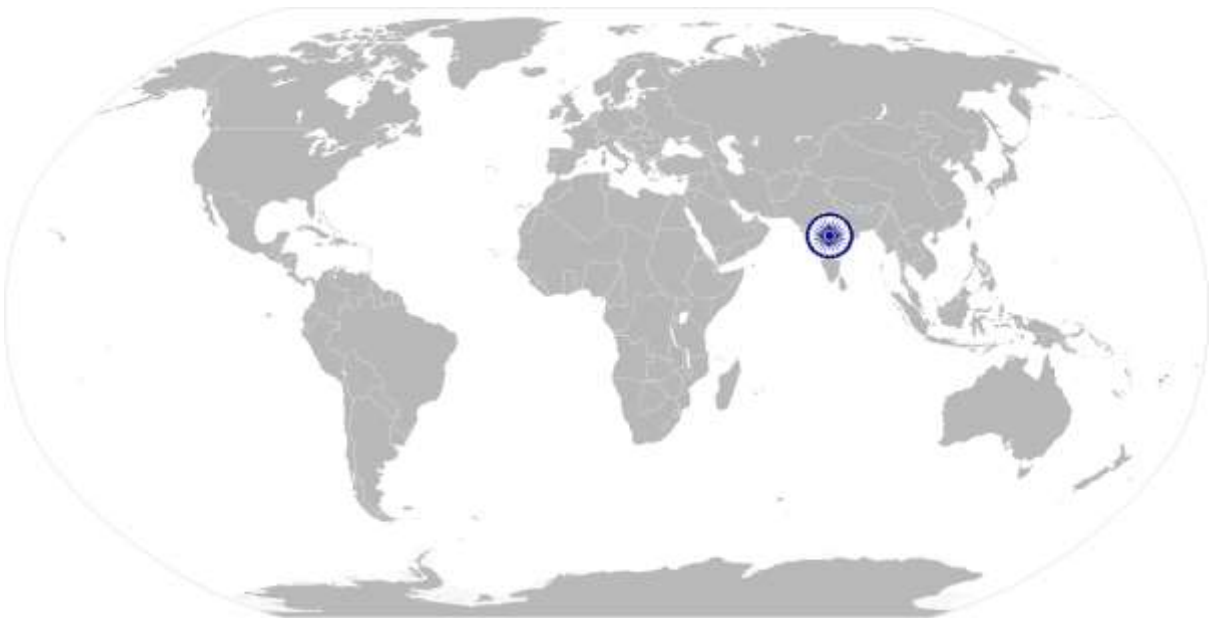


MES/N0211

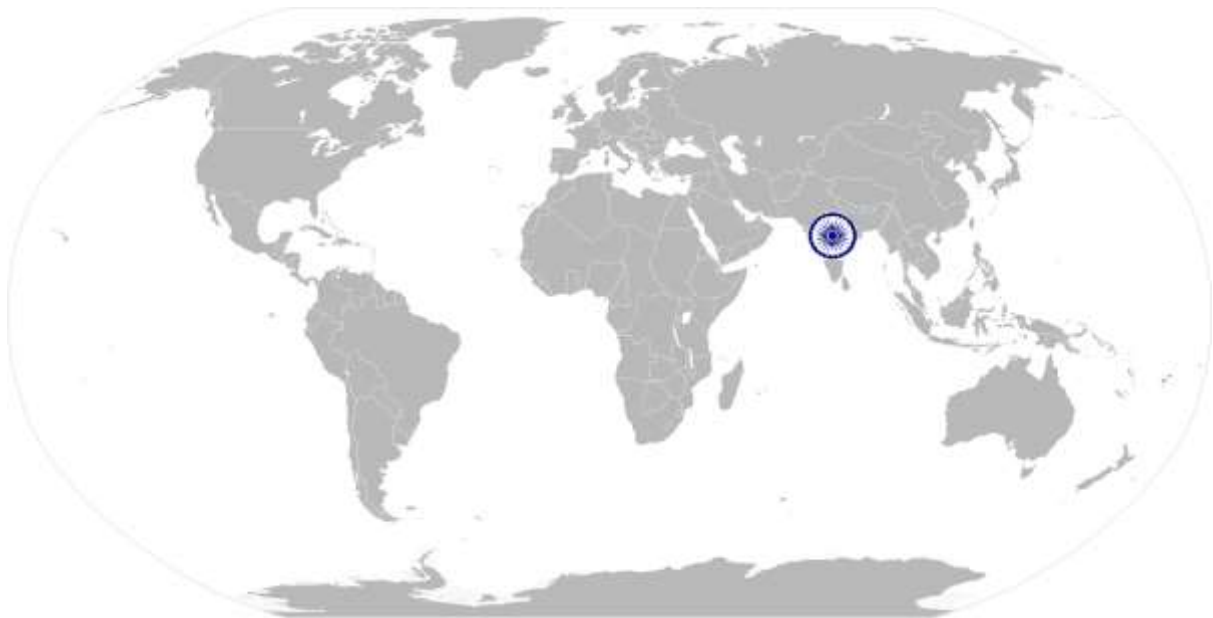
Close an advertising sales order

## NOS Version Control

<b>NOS Code</b>	MES/N0211		
<b>Credits(NSQF)</b>	TBD	<b>Version number</b>	1.0
<b>Sector</b>	Media and Entertainment	<b>Drafted on</b>	09/11/2014
<b>Sub-sector</b>	Television, Print, Radio, Digital, Out-of-home	<b>Last reviewed on</b>	26/11/2018
<b>Occupation</b>	Ad Sales / Account Management/ Scheduling/ Traffic	<b>Next review date</b>	20/06/2021



# National Occupational Standard



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## Overview

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





<b>Unit Code</b>	MES/N0104
<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/N0104

**Maintain workplace health and safety**

<b>B. Technical Knowledge</b>	<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>
<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. 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>
	<b>Reading Skills</b>
	<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>
	<b>Oral Communication (Listening and Speaking skills)</b>
<b>B. Professional Skills</b>	<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>
	<b>Decision making</b>
	<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>
	<b>Plan and Organize</b>
	<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>
	<b>Problem Solving</b>
	<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>
	<b>Critical Thinking</b>
	<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>
	<b>Customer Centricity</b>
<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>	
<b>Analytical Thinking</b>	
<p>The user/individual on the job needs to know and understand how to:</p> <p>SB7. analyze data and activities</p>	



# NOS

National Occupational Standards

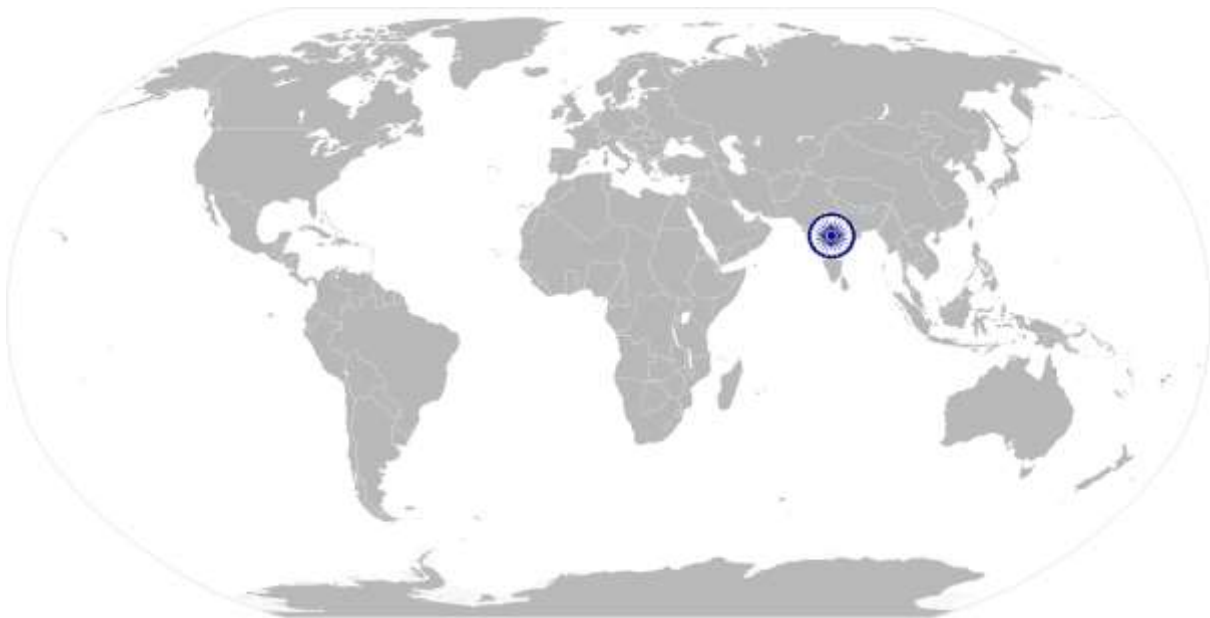


MES/N0104

Maintain workplace health and safety

## NOS Version Control

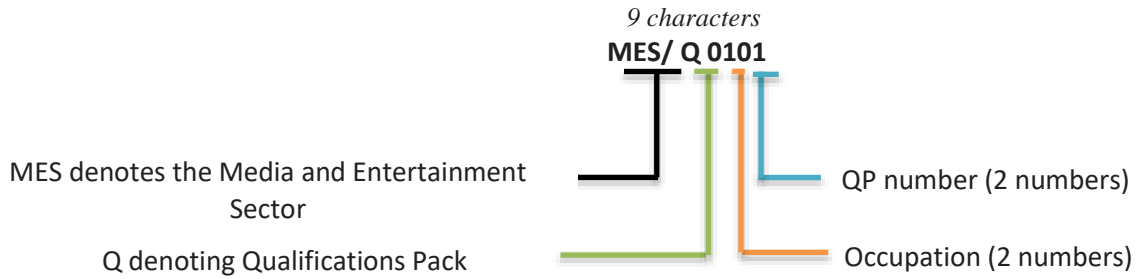
<b>NOS Code</b>	MES/N0104		
<b>Credits(NSQF)</b>	TBD	<b>Version number</b>	1.0
<b>Sector</b>	Media and Entertainment	<b>Drafted on</b>	09/11/2014
<b>Sub-sector</b>	Television, Print, Radio, Digital, Out-of-home	<b>Last reviewed on</b>	26/11/2018
<b>Occupation</b>	Ad Sales / Account Management/ Scheduling/ Traffic	<b>Next review date</b>	20/06/2021



## Annexure

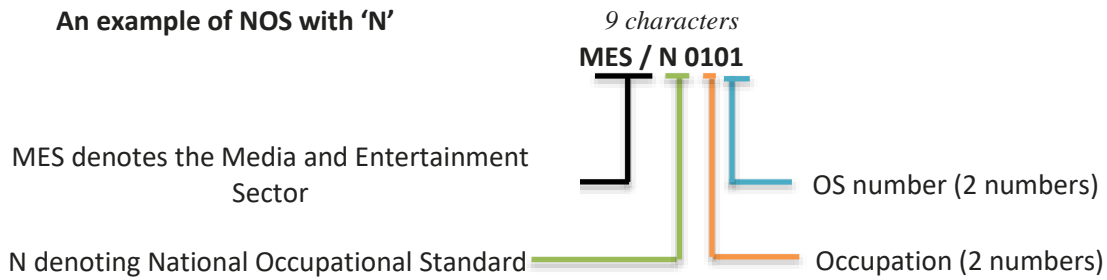
### Nomenclature for QP and NOS

#### Qualifications Pack



#### Occupational Standard

##### An example of NOS with 'N'



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

Sub-sector	Range of Occupation numbers
Film	01-20
Television	21-30
Print	31-35
Animation	36-45
Gaming	46-55
Radio	56-60
Digital	61-70
OOH / Advertising	71-80
Creative & Performing Art	81-85
Sound & Music	86-90
Theme & Amusement Park	91-95
Event Management	96-99

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 Manager (Media Organization)	02

## CRITERIA FOR ASSESSMENT OF TRAINEES

**Job Role:** Sales Manager

**Qualification Pack:** MES/Q0202

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

### **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).
6. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack

Assessment Outcomes	Assessment Criteria for outcomes	Marks Allocation		
		Total Mark	Out Of	Skills Practical
<b>MES/N0201 (Keeping apprised with developments in the industry)</b>	PC1.Monitor any changes or updates in the market	100	5	5
	PC2.Understand the market, its various elements and how they affect the organization		5	0
	PC3.Identify new opportunities in the market		10	5
	PC4.Analyze how these opportunities can be leveraged to benefit the organization		10	5
	PC5.Identify who the competitors are, who their major clients are and how their activity is changing		10	5
	PC6.Extract key facts from formal and informal sources and analyze how it can be used by the organization		10	5
	PC7.Actively participate in forums and discussions to be able to keep updated with any new changes in the industry/ its practices		10	5
	PC8.Keep up-to-date with the laws and any other regulations that can apply to the organization		10	5
	PC9.Keep track of any changes in the industry and how they can be converted into useful opportunities		10	5
	PC 10.Analyze the market and forecast what the powerful trends would be that can affect the organization in any way		10	5
	PC11.Keep up-to-date with any changes in policies that can affect the client's business		10	5

		Total	100	50	50
<b>MES/N0203 (Create and Monitor the Ad sales budget)</b>	PC1.Determine the requirements to achieve the sales forecasts and corresponding costs, taking into account team salaries and variable bonuses, ad sales volume commissions, sales conferences and events, travel, hotel and local conveyance, communication expenses, annual license cost for inventory and billing software	100	20	10	50
	PC2.Determine the sequence of activities in terms of their cost implications and expenses for each item		20	10	
	PC3.Prepare a sales budget (either using budgeting/tabulation software or by hand) with details on required expenses for each activity		20	10	
	PC4.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		20	10	
	PC5.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		20	10	
		Total	100	50	50
<b>MES/N0204 (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
<b>MES/N0205 (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
<b>MES/N0206 (Manage sales teams)</b>	PC1.Develop a sales plan to achieve targets within the designated area of responsibility	100	20	10	50
	PC2.Lead, monitor and motivate the sales force to achieve sales targets		20	10	

	PC3. Supervise meetings with sales executives to monitor sales activities and suggest ways/methods to improve performance		20	10	
	PC4. Prepare a monthly sales performance report		20	10	
	PC5. Resolve conflicts and escalate issues (where required) to the Sales Director		20	10	
		<b>Total</b>	<b>100</b>	<b>50</b>	<b>50</b>
<b>MES/N0211 (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	<b>100</b>	10	5	<b>50</b>
	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	
		<b>Total</b>	<b>100</b>	<b>50</b>	<b>50</b>
<b>MES/N0104 (Maintain workplace health and safety)</b>	PC1. Understand and comply with the organisation's current health, safety and security policies and procedures	<b>100</b>	10	5	<b>50</b>
	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