



Qualification Pack



Sales Director (Media Org.)

QP Code: MES/Q0201

Version: 2.0

NSQF Level: 6

Media & Entertainment Skills Council || Commercial premises No Ja522, 5th Floor, DLF Tower A, Jasola,
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Qualification Pack

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MES/Q0201: Sales Director (Media Org.)

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

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. [MES/N0201: Keep apprised with developments in the industry](#)
2. [MES/N0202: Develop sales plans and forecasts](#)
3. [MES/N0203: Create and Monitor the Ad sales budget](#)
4. [MES/N0205: Acquire and maintain advertising sales clients](#)
5. [MES/N0206: Manage Sales Teams](#)
6. [MES/N0104: Maintain Workplace Health & Safety](#)

Qualification Pack (QP) Parameters

Sector	Media & Entertainment
Sub-Sector	Television, Print, Radio, Digital, Out-of-home
Occupation	Ad Sales/Account Management/Scheduling/Traffic
Country	India
NSQF Level	6
Credits	28
Aligned to NCO/ISCO/ISIC Code	NCO 2015- 1120.3402

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Minimum Educational Qualification & Experience	Post Graduate OR Graduate (Advertisement/Film) with 1 Year of experience OR Graduate with 3 Years of experience OR Diploma (Three years diploma after Class 12th) with 3 Years of experience OR Certificate-NSQF (Sales Manager at NSQF Level-5) with 2 Years of experience
Minimum Level of Education for Training in School	12th Class
Pre-Requisite License or Training	NA
Minimum Job Entry Age	22 Years
Last Reviewed On	NA
Next Review Date	24/02/2027
NSQC Approval Date	24/02/2022
Version	2.0
Reference code on NQR	2022/ME/MESC/05437
NQR Version	2.0

Remarks:

This QP was approved in 2015 and NSQC Extended it in 2019 without any change in QP. Therefore, NQR code used is of 2019.



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MES/N0201: Keep apprised with developments in the industry

Description

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

Elements and Performance Criteria

Monitoring and understanding the market and the competitors and continuously seeking out new opportunities

To be competent, the user/individual on the job must be able to:

- PC1.** monitor any changes or updates in the market
- PC2.** understand the market, its various elements and how they affect the organization
- PC3.** identify new opportunities in the market
- PC4.** analyze how these opportunities can be leveraged to benefit the organization
- PC5.** identify who the competitors are, who their major clients are and how their activity is changing

Identifying information needed to carry out the job effectively

To be competent, the user/individual on the job must be able to:

- PC6.** extract key facts from formal and informal sources and analyze how it can be used by the organization
- PC7.** actively participate in forums and discussions to be able to keep updated with any new changes in the industry/ its practices
- PC8.** keep up-to-date with the laws and any other regulations that can apply to the organization

Identifying new innovations and future developments that might benefit the organization or the clients

To be competent, the user/individual on the job must be able to:

- PC9.** keep track of any changes in the industry and how they can be converted into useful opportunities
- PC10.** analyze the market and forecast what the powerful trends would be that can affect the organization in any way
- PC11.** keep up-to-date with any changes in policies that can affect the clients business

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** the brand and the market position of the organization
- KU2.** organizations capabilities, culture, ways of working and marketing mix
- KU3.** different business functions in the organization and the various aspects related to the job role
- KU4.** fundamentals of advertising and marketing
- KU5.** how to prepare a brief for sales or account teams
- KU6.** how to present the idea/concept to the client



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- KU7.** how to present the final work-products
- KU8.** applicable legal and regulatory requirements

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** prepare a brief that effectively encapsulates the idea and its impact
- GS2.** prepare a brief about the industry trends and how they can impact the client
- GS3.** prepare client reports and presentations, as required
- GS4.** prepare a presentation about industry trends for the internal teams
- GS5.** read and interpret all relevant research information
- GS6.** liaise with the client and internal teams and ensure that the formers needs are understood and well-executed by the latter
- GS7.** discuss and finalize the changes in accordance with the industry trends and how they are to be implemented
- GS8.** review and present final information to the respective teams
- GS9.** organize discussions/ meetings with the clients or the internal teams as the need may be to analyze market trend
- GS10.** ensure that the information gathered is relevant to the clients and their business
- GS11.** tackle issues that may arise due to industry changes and minimize the impact it may have on the organizations functioning

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Monitoring and understanding the market and the competitors and continuously seeking out new opportunities</i>	20	20	-	-
PC1. monitor any changes or updates in the market	5	-	-	-
PC2. understand the market, its various elements and how they affect the organization	-	5	-	-
PC3. identify new opportunities in the market	5	5	-	-
PC4. analyze how these opportunities can be leveraged to benefit the organization	5	5	-	-
PC5. identify who the competitors are, who their major clients are and how their activity is changing	5	5	-	-
<i>Identifying information needed to carry out the job effectively</i>	15	15	-	-
PC6. extract key facts from formal and informal sources and analyze how it can be used by the organization	5	5	-	-
PC7. actively participate in forums and discussions to be able to keep updated with any new changes in the industry/ its practices	5	5	-	-
PC8. keep up-to-date with the laws and any other regulations that can apply to the organization	5	5	-	-
<i>Identifying new innovations and future developments that might benefit the organization or the clients</i>	15	15	-	-
PC9. keep track of any changes in the industry and how they can be converted into useful opportunities	5	5	-	-
PC10. analyze the market and forecast what the powerful trends would be that can affect the organization in any way	5	5	-	-



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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC11. keep up-to-date with any changes in policies that can affect the clients business	5	5	-	-
NOS Total	50	50	-	-



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National Occupational Standards (NOS) Parameters

NOS Code	MES/N0201
NOS Name	Keep apprised with developments in the industry
Sector	Media & Entertainment
Sub-Sector	Television, Print, Radio, Digital, Out-of-home
Occupation	Ad sales/Account Management/Scheduling/Traffic
NSQF Level	7
Credits	TBD
Version	1.0
Last Reviewed Date	21/11/2014
Next Review Date	24/02/2027
NSQC Clearance Date	24/02/2022



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MES/N0202: 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

Elements and Performance Criteria

Sales planning and forecasting

To be competent, the user/individual on the job must be able to:

- PC1.** identify the key areas and focus for the organization and how it is intended to translate into the sales strategy, objectives and plans
- PC2.** establish sales and collection targets that address and deliver in accordance with the organizations strategy
- 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

Set targets for sales teams

To be competent, the user/individual on the job must be able to:

- PC4.** determine if the current structure of the sales team is aligned to meet the sales objectives
- PC5.** determine sales targets for each segment, assign responsibility and institute key performance indicators to help monitor the execution of these targets
- 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
- PC7.** monitor achievement of sales objectives
- PC8.** develop a sales incentive structure along with the business and human resources head

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** the organizations business plan, objectives and strategy
- KU2.** the size, growth, trends, opportunities and challenges of the sector in which the organization operates, as well as of its clients
- KU3.** the organizations total revenue, growth and past trends
- KU4.** the total revenue, growth and trends of companies operating in the same space
- KU5.** features and characteristics of the organization/services and its competitive advantage and weaknesses in comparison with peers
- KU6.** the characteristics and opportunities of the markets where the organization operates
- KU7.** the organizations portfolio of clients and the way its segmented
- KU8.** sales targets for previous years and reasons for variations between targets and actuals
- KU9.** how to read and analyze audience and market information and derive trends that can aid development of sales strategies and plans



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- KU10.** how to use frameworks such as PESTEL and SWOT to derive information to aid development of sales strategies and plans
- KU11.** how to segment customers based on several factors such as size of the organization, sector, portfolio size and spread
- KU12.** how to analyze customer sales data and determine key trends
- KU13.** how to identify an appropriate structure for the sales team that could meet sales objectives i.e. based on area/customer/services
- KU14.** how to determine any new segments that would need to be developed/targeted and the resources that would be allocated to it
- KU15.** how to undertake a benchmarking assessment for each sales segment
- KU16.** how to translate sales objectives into sales realistic scenarios to base forecasts
- KU17.** how to use sales forecasting methods and market estimation techniques to arrive at accurate sales forecasts
- KU18.** how to use sales forecasting methods and market estimation techniques to arrive at accurate sales forecasts
- KU19.** 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

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** prepare and document the sales strategy, objectives and sales structure
- GS2.** document sales forecasts with supporting analysis
- GS3.** document sales targets at an organizational/segment/individual level
- GS4.** 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)
- GS5.** read and understand the organizations business plan, strategy and objectives
- GS6.** read and understand the marketing plans for the year
- GS7.** read and understand the historical sales targets and actual sales reports
- GS8.** liaise with the business heads to understand the companys strategy and growth plans
- GS9.** liaise with the marketing head to understand the marketing plans and strategy
- GS10.** conduct meetings/ discussions/ focused group discussions with the sales team to incorporate their feedback and suggestions into the overall sales strategy
- GS11.** liaise with the sales account managers to discuss and agree on the sales forecasts and targets
- GS12.** communicate the sales targets and key performance indicators to relevant members of the sales team
- GS13.** 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
- GS14.** communicate course corrections (if required) to the relevant sales team



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- GS15.** incorporate several factors and decide on the organizations sales strategy, objectives and sales structure
- GS16.** develop sales plans to ensure that the overall business objectives of the organization are met
- GS17.** plan and segment the sales-force to meet the overall sales targets
- GS18.** allocate sales targets to each segment to ensure that the overall sales forecasts are met
- GS19.** identify customer/ market trends and opportunities and incorporate them into the sales plans and forecasts
- GS20.** determine how business objectives translate into sales objectives and how they in turn translate into sales forecasts and targets
- GS21.** analyze reasons for deviations between historical targets and actual sales forecasts

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Sales planning and forecasting</i>	20	20	-	-
PC1. identify the key areas and focus for the organization and how it is intended to translate into the sales strategy, objectives and plans	10	10	-	-
PC2. establish sales and collection targets that address and deliver in accordance with the organizations strategy	5	5	-	-
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	5	5	-	-
<i>Set targets for sales teams</i>	30	30	-	-
PC4. determine if the current structure of the sales team is aligned to meet the sales objectives	5	5	-	-
PC5. determine sales targets for each segment, assign responsibility and institute key performance indicators to help monitor the execution of these targets	5	5	-	-
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	5	5	-	-
PC7. monitor achievement of sales objectives	5	5	-	-
PC8. develop a sales incentive structure along with the business and human resources head	10	10	-	-
NOS Total	50	50	-	-



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National Occupational Standards (NOS) Parameters

NOS Code	MES/N0202
NOS Name	Develop sales plans and forecasts
Sector	Media & Entertainment
Sub-Sector	Television, Print, Radio, Digital, Out-of-home
Occupation	Ad sales/Account Management/Scheduling/Traffic
NSQF Level	7
Credits	TBD
Version	1.0
Last Reviewed Date	21/11/2014
Next Review Date	24/02/2027
NSQC Clearance Date	24/02/2022



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MES/N0203: 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

Elements and Performance Criteria

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:

- 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
- PC2.** determine the sequence of activities in terms of their cost implications and expenses for each item
- PC3.** prepare a sales budget (either using budgeting/ tabulation software or by hand) with details on required expenses for each activity
- 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

Monitoring an ad sales budget

To be competent, the user/individual on the job must be able to:

- 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

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** the requirements to achieve the sales forecasts and corresponding costs
- KU2.** the sales expenses for previous years and reasons for variations between targets and actuals
- KU3.** how to estimate the sales efforts that would be required to achieve the targets and determine the associated costs
- KU4.** the limitations on the total sales budget and/or the budget for specific cost centers, as well as the organizations working capital needs
- KU5.** how to break down each task/ activity into cost heads
- KU6.** 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)
- KU7.** 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
- KU8.** the typical areas of overruns and how to build in adequate contingency into the budget



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- KU9.** applicable procurement methods and vendor/ supplier contracts that would need to be used for various cost heads
- KU10.** 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

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** prepare and document a sales budget (on paper or using a computer)
- GS2.** read/research the organizations prior budgets and requirements
- GS3.** undertake background research and collect information on expense items
- GS4.** discuss and agree on the sales budget with the financier
- GS5.** understand the brief from the financier and any constraints/ limitations on the budget
- GS6.** communicate the final budget to key decision makers, financiers and members of the sales team
- GS7.** make relevant decisions related to sales activities required to achieve sales forecasts for the year e.g. events, locations, conferences
- GS8.** how to plan expenses and outflow of finances in a manner that is cost effective
- GS9.** how to track the sales budget, ensure activities stay within the agreed budget and minimize overruns
- GS10.** how to assess the impact of selecting sales activities and its impact on the budget requirements

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Estimating the cost of sales activities and preparing an ad sales budget</i>	40	40	-	-
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	10	10	-	-
PC2. determine the sequence of activities in terms of their cost implications and expenses for each item	10	10	-	-
PC3. prepare a sales budget (either using budgeting/ tabulation software or by hand) with details on required expenses for each activity	10	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	10	10	-	-
<i>Monitoring an ad sales budget</i>	10	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	10	10	-	-
NOS Total	50	50	-	-



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National Occupational Standards (NOS) Parameters

NOS Code	MES/N0203
NOS Name	Create and Monitor the Ad sales budget
Sector	Media & Entertainment
Sub-Sector	Television, Print, Radio, Digital, Out-of-home
Occupation	Ad sales/Account Management/Scheduling/Traffic
NSQF Level	7
Credits	TBD
Version	1.0
Last Reviewed Date	21/11/2014
Next Review Date	24/02/2027
NSQC Clearance Date	24/02/2022



Qualification Pack

MES/N0205: Acquire and maintain advertising sales clients

Description

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

Elements and Performance Criteria

To be competent, the user/individual on the job must be able to:

- PC1.** identify potential clients and build a client base through personal networks, and through primary and secondary research
- PC2.** understand the clients need to advertise in a particular market
- PC3.** analyze the types resources available in a particular market
- PC4.** market the credibility and track record of your organization to potential clients, and sell them the benefits of advertising through it

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** features and characteristics of the organization/services and its competitive advantages and weaknesses in comparison with peers
- KU2.** The sales process being followed by the organization
- KU3.** The key activities involved in sales processes and collections
- KU4.** Applicable legal and confidentiality guidelines, procedures and terms and
- KU5.** conditions
- KU6.** How to set-up and take down working platforms required to complete the job
- KU7.** How to select the right adhesives based on the identified surface and choice of metal leaf to be applied
- KU8.** Techniques for correctly placing and applying metal leaf
- KU9.** Techniques for burnishing, buffing and polishing the surface to achieve a uniform metallic finish
- KU10.** Check for any defects, blotches or marks and repair them to achieve the required finish
- KU11.** Applicable health and safety guidelines, and minimizing the risk to the individuals own health and safety as well as those around him/ her
- KU12.** the exposure (reach, readership, listenership, page-views) that the company provides in different markets in comparison with peers
- KU13.** the companys sales strategy, targets, and objectives
- KU14.** the companys sales processes and inventory management practices
- KU15.** the fundamentals of marketing and advertising
- KU16.** the market and industry that clients operate in
- KU17.** how to read and analyze audience and market information and derive trends that can be used to pitch to potential clients



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- KU18.** the audience for different markets, day parts/publications/online pages
- KU19.** how to make use of probing/questioning techniques to identify clients needs
- KU20.** how to position the brand value of the organization in relation to peers
- KU21.** how to position the companys offering effectively to a potential client
- KU22.** how to identify sales opportunities while managing existing client relationships
- KU23.** life-time client value measurement methods
- KU24.** applicable legal and regulatory guidelines

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** organize and store documentation detailing correspondence and conversations with clients, and any agreements that may have been reached
- GS2.** Generate and maintain reports on billing and collections
- GS3.** inventory sold, rate at which sold, average debtors etc.
- GS4.** Convey the estimated resource requirements (time, people, materials, budget) and any constraints/ limitations
- GS5.** Make relevant decisions related to the area of work
- GS6.** Plan his/her work according to the requirements and agreed timelines
- GS7.** Manage within the agreed budget and minimize wastage
- GS8.** Identify any problems with successful execution of the task
- GS9.** Communicate these to the production design team and identify solutions
- GS10.** check that the work done meets project requirements
- GS11.** Have a keen eye for detail and maintain an aesthetic sense towards the final output
- GS12.** Appraise the quality of the work done to ensure it is in line with initial concept and quality standards
- GS13.** archive information about clients that may be beneficial in strengthening relationships with them in the future
- GS14.** create and maintain client databases
- GS15.** research the clients business, industry, product/service, target market and past marketing efforts
- GS16.** gather information on the consumption habits of the target audience
- GS17.** research the services offered by competitors and their business model
- GS18.** identify and network with potential clients through personal networks, recommendations from existing clients, cold calls, industry events
- GS19.** make contact and build rapport with identified potential clients
- GS20.** network with content production teams to identify opportunities for media integrations
- GS21.** assess the costs, risks, benefits and long-term prospects of establishing a professional relationship with a potential client, and decide whether to initiate contact
- GS22.** use life-time value/profitability measurement techniques (to establish customer value)



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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	50	50	-	-
PC1. identify potential clients and build a client base through personal networks, and through primary and secondary research	15	10	-	-
PC2. understand the clients need to advertise in a particular market	10	15	-	-
PC3. analyze the types resources available in a particular market	10	15	-	-
PC4. market the credibility and track record of your organization to potential clients, and sell them the benefits of advertising through it	15	10	-	-
NOS Total	50	50	-	-



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National Occupational Standards (NOS) Parameters

NOS Code	MES/N0205
NOS Name	Acquire and maintain advertising sales clients
Sector	Media & Entertainment
Sub-Sector	Television, Print, Radio, Digital, Out-of-home
Occupation	Ad sales/Account Management/Scheduling/Traffic
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	21/11/2014
Next Review Date	24/02/2027
NSQC Clearance Date	24/02/2022



Qualification Pack

MES/N0206: Manage Sales Teams

Description

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

Elements and Performance Criteria

Manage sales teams and monitor achievement of targets

To be competent, the user/individual on the job must be able to:

- PC1.** develop a sales plan to achieve targets within the designated area of responsibility
- PC2.** lead, monitor and motivate the sales force to achieve sales targets
- PC3.** supervise meetings with sales executives to monitor sales activities and suggest ways/methods to improve performance
- PC4.** prepare a monthly sales performance report
- PC5.** resolve conflicts and escalate issues (where required) to the sales director

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** the overall sales strategy, plan and budget
- KU2.** the sales forecast and targets for each segment
- KU3.** features and characteristics of the organization/services and its competitive advantages and weaknesses in comparison with peers
- KU4.** the manpower resources available, their capabilities, roles and responsibilities
- KU5.** the customers in each segment and their estimated spends
- KU6.** the competitors corresponding sales performance
- KU7.** how to develop an area-wise sales vision and plan
- KU8.** how to apply different methods to motivate people and empower them with the skills and knowledge to achieve sales targets
- KU9.** the methods of receiving feedback from customers
- KU10.** how to foster an environment of creativity and innovation
- KU11.** tools/techniques to analyze data, understand trends and improve sales performance
- KU12.** training methodologies such as case-studies, role plays, simulations
- KU13.** applicable legal and regulatory requirements

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** prepare the sales vision and plan for the given area of responsibility using the manpower and financial resources available



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- GS2.** document sales targets at an individual level
- GS3.** 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)
- GS4.** read and understand the overall sales strategy, plan, forecasts and targets
- GS5.** read and understand the historical sales targets and actual sales reports
- GS6.** 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
- GS7.** motivate the sales force to achieve targets and empower them with the tools and techniques to improve sales performance
- GS8.** attend key sales meetings and help the team bring in new clients, handle tough negotiations and close deals
- GS9.** escalate issues (if required) to the sales director (media organization)
- GS10.** take relevant decisions within the given area of responsibility to achieve sales objectives, forecasts and targets
- GS11.** develop area-wise sales plan with realistic timelines to achieve sales targets
- GS12.** identify issues that may arise during the sales process and find solutions to address them
- GS13.** escalate key issues to the sales director (media organization) (if required)
- GS14.** analyze actual and historical sales performance and determine key trends that could aid in decision-making/ course correction to achieve sales targets
- GS15.** monitor sales team during actual sales meetings and determine/ suggest new and innovative ways to improve sales performance

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Manage sales teams and monitor achievement of targets</i>	50	50	-	-
PC1. develop a sales plan to achieve targets within the designated area of responsibility	10	10	-	-
PC2. lead, monitor and motivate the sales force to achieve sales targets	10	10	-	-
PC3. supervise meetings with sales executives to monitor sales activities and suggest ways/methods to improve performance	10	10	-	-
PC4. prepare a monthly sales performance report	10	10	-	-
PC5. resolve conflicts and escalate issues (where required) to the sales director	10	10	-	-
NOS Total	50	50	-	-



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National Occupational Standards (NOS) Parameters

NOS Code	MES/N0206
NOS Name	Manage Sales Teams
Sector	Media & Entertainment
Sub-Sector	Television, Print, Radio, Digital, Out-of-home
Occupation	Ad sales/Account Management/Scheduling/Traffic
NSQF Level	7
Credits	TBD
Version	1.0
Last Reviewed Date	21/11/2014
Next Review Date	24/02/2027
NSQC Clearance Date	24/02/2022



Qualification Pack

MES/N0104: Maintain Workplace Health & Safety

Description

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

Elements and Performance Criteria

Understanding the health, safety and security risks prevalent in the workplace

To be competent, the user/individual on the job must be able to:

- PC1.** understand and comply with the organizations current health, safety and security policies and procedures
- PC2.** understand the safe working practices pertaining to own occupation
- 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
- PC4.** participate in organization health and safety knowledge sessions and drills

Knowing the people responsible for health and safety and the resources available

To be competent, the user/individual on the job must be able to:

- PC5.** identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency
- PC6.** identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms

Identifying and reporting risks

To be competent, the user/individual on the job must be able to:

- PC7.** identify aspects of your workplace that could cause potential risk to own and others health and safety
- PC8.** ensure own personal health and safety, and that of others in the workplace through precautionary measures
- PC9.** identify and recommend opportunities for improving health, safety, and security to the designated person
- PC10.** report any hazards outside the individuals authority to the relevant person in line with organizational procedures and warn other people who may be affected

Complying with procedures in the event of an emergency

To be competent, the user/individual on the job must be able to:

- PC11.** follow organizations emergency procedures for accidents, fires or any other natural calamity in case of a hazard
- PC12.** identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:



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- KU1.** Organizations norms and policies relating to health and safety
- KU2.** Government norms and policies regarding health and safety and related emergency procedures
- KU3.** Limits of authority while dealing with risks/ hazards
- KU4.** The importance of maintaining high standards of health and safety at a workplace
- KU5.** The different types of health and safety hazards in a workplace
- KU6.** Safe working practices for own job role
- KU7.** Evacuation procedures and other arrangements for handling risks
- KU8.** Names and contact numbers of people responsible for health and safety in a workplace
- KU9.** How to summon medical assistance and the emergency services, where necessary
- KU10.** Vendors or manufacturers instructions for maintaining health and safety while using equipment, systems and/or machines

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** how to write and provide feedback regarding health and safety to the concerned people
- GS2.** how to write and highlight potential risks or report a hazard to the concerned people
- GS3.** read instructions, policies, procedures and norms relating to health and safety
- GS4.** highlight potential risks and report hazards to the designated people
- GS5.** listen and communicate information with all anyone concerned or affected
- GS6.** make decisions on a suitable course of action or plan
- GS7.** plan and organize people and resources to deal with risks/ hazards that lie within the scope of ones individual authority
- GS8.** apply problem solving approaches in different situations
- GS9.** understand hazards that fall within the scope of individual authority and report all hazards that may supersede ones authority
- GS10.** apply balanced judgments in different situations
- GS11.** How to write and provide feedback regarding health and safety to the concerned people
- GS12.** How to write and highlight potential risks or report a hazard to the concerned people
- GS13.** Read instructions, policies, procedures and norms relating to health and safety
- GS14.** Highlight potential risks and report hazards to the designated people
- GS15.** Listen and communicate information with all anyone concerned or affected
- GS16.** Make decisions on a suitable course of action or plan
- GS17.** Plan and organize people and resources to deal with risks/ hazards that lie within the scope of ones individual authority
- GS18.** Apply problem solving approaches in different situations
- GS19.** build and maintain positive and effective relationships with colleges and customers
- GS20.** analyze data and activities
- GS21.** Understand hazards that fall within the scope of individual authority and report all hazards that may supersede ones authority



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GS22. Apply balanced judgments in different situations

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Understanding the health, safety and security risks prevalent in the workplace</i>	15	15	-	-
PC1. understand and comply with the organizations current health, safety and security policies and procedures	5	5	-	-
PC2. understand the safe working practices pertaining to own occupation	5	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	3	2	-	-
PC4. participate in organization health and safety knowledge sessions and drills	2	3	-	-
<i>Knowing the people responsible for health and safety and the resources available</i>	10	10	-	-
PC5. identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency	5	5	-	-
PC6. identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms	5	5	-	-
<i>Identifying and reporting risks</i>	18	17	-	-
PC7. identify aspects of your workplace that could cause potential risk to own and others health and safety	5	5	-	-
PC8. ensure own personal health and safety, and that of others in the workplace through precautionary measures	5	5	-	-
PC9. identify and recommend opportunities for improving health, safety, and security to the designated person	3	2	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. report any hazards outside the individuals authority to the relevant person in line with organizational procedures and warn other people who may be affected	5	5	-	-
<i>Complying with procedures in the event of an emergency</i>	7	8	-	-
PC11. follow organizations emergency procedures for accidents, fires or any other natural calamity in case of a hazard	5	5	-	-
PC12. identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority	2	3	-	-
NOS Total	50	50	-	-



Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	MES/N0104
NOS Name	Maintain Workplace Health & Safety
Sector	Media & Entertainment
Sub-Sector	Film, Television, Animation, Gaming, Radio, Advertising
Occupation	Ad sales/Account Management/Scheduling/Traffic
NSQF Level	5
Credits	TBD
Version	1.0
Last Reviewed Date	30/12/2021
Next Review Date	27/01/2027
NSQC Clearance Date	27/01/2022

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Element/ 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 Element/ PC.
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).
5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/ training center based on these criteria.
6. To pass the Qualification Pack assessment, every trainee should score the Recommended Pass % aggregate for the QP.
7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.



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Minimum Aggregate Passing % at QP Level : 70

(Please note: Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
MES/N0201.Keep apprised with developments in the industry	50	50	-	-	100	20
MES/N0202.Develop sales plans and forecasts	50	50	-	-	100	20
MES/N0203.Create and Monitor the Ad sales budget	50	50	-	-	100	20
MES/N0205.Acquire and maintain advertising sales clients	50	50	-	-	100	15
MES/N0206.Manage Sales Teams	50	50	-	-	100	15
MES/N0104.Maintain Workplace Health & Safety	50	50	-	-	100	10
Total	300	300	-	-	600	100



Qualification Pack

Acronyms

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training

Qualification Pack

Glossary

Sector	Sector is a conglomeration of different business operations having similar business 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.
Occupation	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
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 (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria (PC)	Performance Criteria (PC) 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 (QP)	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications 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 a 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 quality of performance required.

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Knowledge and Understanding (KU)	Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.
Organisational Context	Organisational context includes the way the organisation 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 (GS)	Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment 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.
Electives	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
Options	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.
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

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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.