

Participant Handbook

Sector

MEDIA AND ENTERTAINMENT

Sub-Sector

**Television, Print, Radio,
Digital, Out-of-home**

Occupation

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

Reference ID

**MES/ Q 0203, Version 2.0
NSQF Level 4**



Sales Executive



Shri Narendra Modi

Prime Minister of India

“

Skilling is building a better India.
If we have to move India towards
development then Skill Development
should be our mission.

”



Certificate

COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

MEDIA AND ENTERTAINMENT SKILLS COUNCIL

for the

SKILLING CONTENT: PARTICIPANT HANDBOOK

Complying to National Occupational Standards of
Job Role/ Qualification Pack: 'Sales Executive' OP No. 'MES/O.0203 NSQF Level 4'

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Authorised Signatory
(Media and entertainment skills council)

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The development of this manual would not have been desirable without the support of Media and Entertainment Industry. Industry feedback has been extremely encouraging from inception to conclusion and it is with their input that we have tried to bridge the skill gaps existing today in the Industry.

This participant manual is dedicated to the aspiring youth who desire to achieve special skills which will be a lifelong asset for their future endeavors.

About this Book

This Participant Handbook is designed to enable training for the Sales Coordinator Qualification Pack (QP) with Ref. ID MES/ Q 0203. There are 4 National Occupational Standards (NOS) under this qualification pack. Each National Occupational (NOS) is covered across 8 Units in this book.

Key Learning Objectives for every NOS mark the beginning of the Unit for that NOS. In Table of Contents, you will find the module names with their corresponding NOS code. The symbols used in this book are described below.

Symbols Used



Key Learning
Outcomes



Steps



Time



Tips



Notes



Unit
Objectives



Exercise

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1. Introduction

Unit 1.1 - Introduction to the Media and Entertainment

Unit 1.2 –Duties and Responsibilities of a Sales Executive



Key Learning Outcomes



At the end of this module, you will be able to:

1. Explain the key features of the Media and Entertainment sector.
2. Discuss various processes and products of Media & Entertainment sector.
3. Learn about the role of Sales Executive in industry.
4. Identify the minimum requirement to become a certified Sales Executive.
5. Explain the work field of Sales Executive.
6. Identify the opportunities available for Sales Executive.

UNIT 1.1: Introduction to Media & Entertainment

Unit Objectives

At the end of this unit, you will be able to:

1. Explain the media and entertainment industry in India.
2. Describe the growth expected in the media & entertainment industry.
3. Explain the various products and processes of the industry.
4. Identify some keywords used in the industry.

1.1.1 Media and Entertainment Sector in India

The Indian media and entertainment (M&E) sector is one of the biggest in the world. It is placed as 14th largest in the world. This sector is 1.7% of Indian GDP and expected to be 2.2% of GDP with INR 4.5 lakh crores in 2022. The sector employs 9.3% of the workforce of our country and we are expecting it to be 17% till the end of 2017.

From 2014 to 2018 Media and Entertainment sector has grown by approximately 11 percent CAGR which makes Media and Entertainment sector INR 1.43 trillion industry. It is estimated that Indian Media and Entertainment market will flourish to CAGR of 13.1% in FY 18-23 reaching at INR 2.66 trillion. The industrial performance of M&E sector is given in next figure.

Overall industry size (INR billion)	FY14	FY15	FY16	FY17	FY18	Growth in FY18 over FY17
TV	433.7	489.9	551.7	595.3	651.9	9.5%
Print	248.2	268.4	288.4	308.4	318.9	3.4%
Films	126.4	126.9	137.1	145.0	158.9	9.6%
Digital advertising	32.5	470	64.9	86.2	116.3	35.0%
Animation and VFX	41.0	46.5	53.2	62.3	73.9	18.6%
Gaming	20.3	24.3	27.6	32.4	43.8	35.1%
OOH	19.9	22.3	25.5	28.6	32.0	11.9%
Radio	17.2	19.8	22.7	24.0	25.9	7.9%
Music	8.5	10.2	11.2	12.6	14.4	14.7%
Total	947.6	1,055.1	1,182.3	1,294.7	1,436.0	10.9%

Source: KPMG in India analysis, 2018 based on primary and secondary research

Figure 1.1 1 Revenue of M&E Industry

In 2018, digital advertising business grew 35% as compared to 2017. Another high growth sub-sector is Gaming which grew by 35.1% in FY 2018 as compared to FY 2017. The projected growth of industry for FY 2018 to 2023 is given in next figure.

Overall industry size (INR billion)	FY19	FY20	FY21	FY22	FY23	FY18-23 CAGR%
TV	746.4	855.3	959.1	1,066.6	1,179.6	12.6%
Print	338.5	357.8	378.6	400.8	424.9	5.9%
Films	171.7	185.4	199.3	213.9	228.8	7.6%
Digital advertising	154.7	202.6	263.4	339.8	435.0	30.2%
Animation and VFX	86.7	100.9	116.8	133.5	151.8	15.5%
Gaming	55.4	70.9	84.7	103.3	118.8	22.1%
OOH	35.7	38.6	42.0	45.7	49.7	9.2%
Radio	28.3	31.8	34.8	38.8	42.1	10.2%
Music	16.6	19.1	22.1	25.6	29.6	15.5%
Total	1,633.9	1,862.5	2,100.7	2,368.0	2,660.2	13.1%

Figure 1.1. 2 Projected growth of M&E Sector

India is one of the largest broadcasters in the world with approximately 800 TV channels, 242 FM channels and more than 100 community radio networks working at present. Bollywood, the Indian film industry is the largest producer of films around the globe with 400 production and corporate houses involved.

The Government of India keeps on pushing the Media and Entertainment industry by launching various schemes such as digitizing the cable TV to fill greater institutional funding, raising the Foreign investment from 74 per cent to 100 per cent in cable and DTH satellite platforms. Government has also allotted industry status to the film industry for easy finance.

1.1.2 Employability in Media and Entertainment Sector

The Media & Entertainment sector employs 11-12 lakh people directly (as per 2017 reports) and if we consider indirect employments as well then count goes to 35-40 lakh people. The Media sector is highly dependent on advertising revenues and performance of Industry for economy outlook. This sector was having 4 lakhs workforce in 2013 and we expect it to reach 13 lakhs by 2022 which means employing 9 lakhs of additional employment in the period of 2013-22.

- 1/4th of the people employed in Media and Entertainment sector are from film industry.
- The Media & Entertainment sector has about 4.60 lakhs people employed, and is projected to grow at the rate of 13 % to reach 7.5 lakhs by 2017.

- The Media and Entertainment sector which is expected to grow at rate of 13.1 % by 2023 which means to reach 2.7 lakh crore of business for skilled professionals.
- Film & Television sector has a major portion of the workforce employed in media and entertainment. Digitization activities being done in both films and television arena are the key player for this demand.

Workforce in the sector

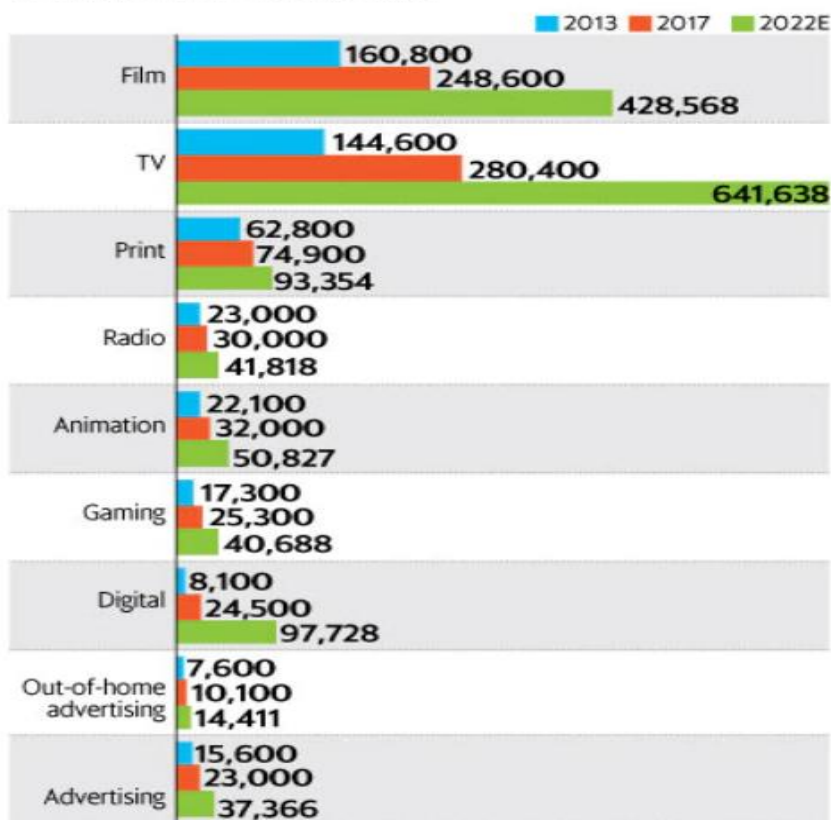


Figure 1.1. 3 Employments in Different Sectors of Media and Entertainment

1.1.3 Evolution of Media and Entertainment Sector

- Radio broadcasting came by Radio Club of Bombay in 1923 in India under the British rule.
 - All India Radio (AIR), one of the largest radio networks in the world, started working in 1936.
 - Doordarshan (DD) started the era of TV on Sept 15, 1959 in India.
 - The Indian economy was closed until 1990, and no private player was allowed to enter the space in the 1990s, the Indian film industry was completely fragmented.
 - BBC launched its national service in 1995.
 - In 1999, the government allowed private Indian Firms to set up their FM stations on a license fee basis.
 - In May 2000, as part of Phase I of radio broadcast licensing, the auction was conducted and 37 licenses were issued, out of which 21 are operational in 14 cities.
- Approximately 1000 TV channels and 1052 radio stations are expected to be working by 2022.

1.1.4 Major Subsector and Segments

- The Indian M&E industry comprises several sub-sectors, such as television, radio, print media (including newspapers and magazines), films, animation and visual effects (VFX), Sound & Music, Amusement & Theme Parks, Art & Culture, and Event Management/Live Performances.
- Advertising industry is the major revenues generating part of the industry and the growth of the sector decides the overall growth of the industry.
- Although there is not much to export from this industry but imports have a considerable share in the economy like imports of newsprints, set-top boxes and antennae.

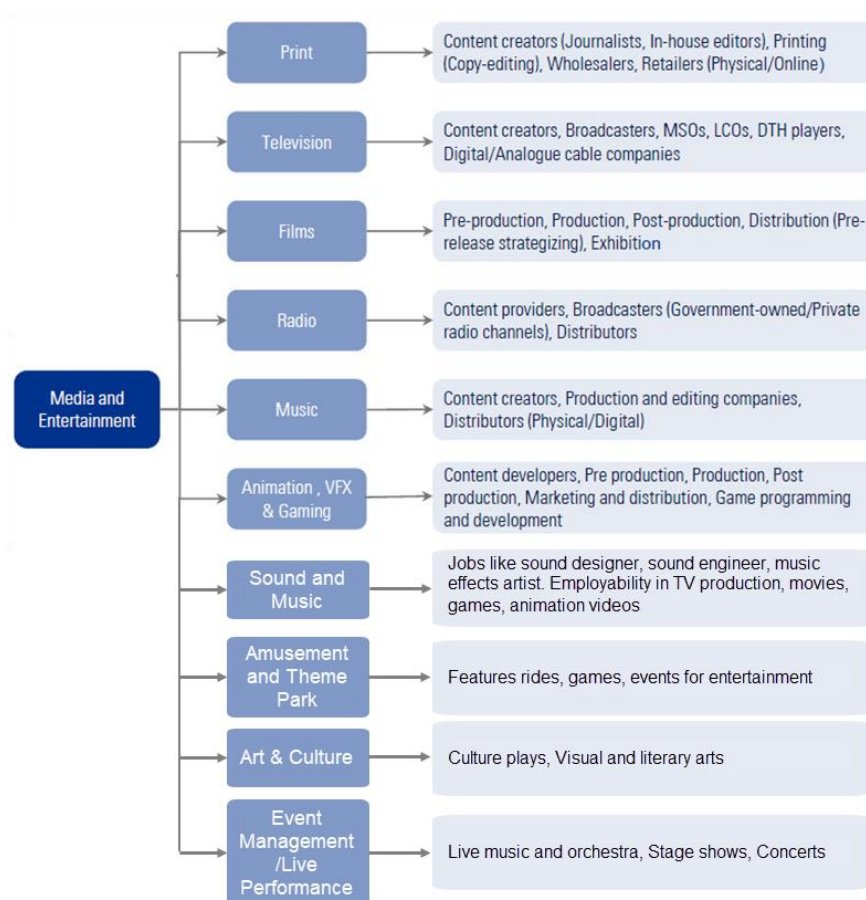


Figure 1.1. 4 Media and Entertainment Sector

- The industry is specific to cultural and ethnic backgrounds, and is organized around specific hubs that specialize in output for a given population segment. For example, the Mumbai film industry (Bollywood) is a key film hub in the country. A similar hub also exists in South India.

Growth rate by sub-sector

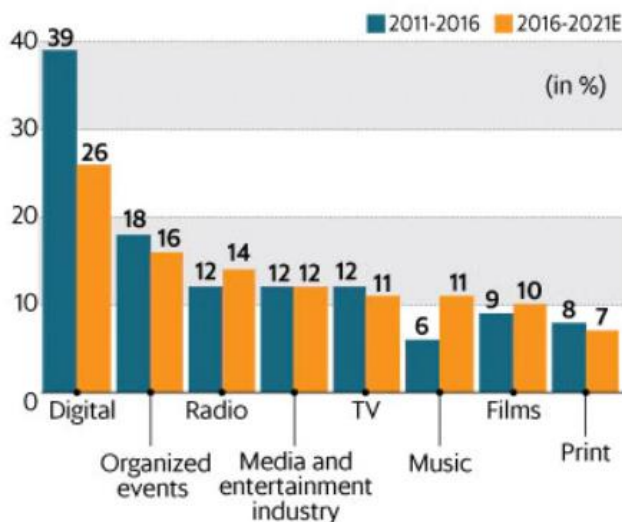


Figure 1.1. 5 Media and Entertainment Sector Growth Rates expected in 2016-2021

1.1.5 General Key Words used in this Book

Animatic: A series of images edited together with dialogues and sound is called animatic.

Compositing: Combining layers of images/elements into a single frame is called compositing.

Composition: Positioning character with respect to the background and camera is called composition.

Creative Brief: A document that captures the key questions for the production including the vision, objective of the target audience, budgets, project, milestones, timelines and stakeholders is called creative brief.

Key Frame: Key poses that start and end poses for a particular animation sequence are called key frames.

Modeling: Creation of three-dimensional models for animation using a specialized software is called modelling.

Rendering: Conversion of three-dimensional models into two-dimensional images with 3D effects is called rendering.

Rigging: Process of adding joints to a static three-dimensional model to aid movement during posing is called rigging.

2D animation: Moving pictures in a two-dimensional environment is called 2D animation like in computerized animation software.

3D animation: 2D animation with depth is called 3D animation. Examples involve video games such as Halo and Madden Football.

Animation: Sequential play of various inter-related frames is called animation.

Anticipation: Anticipation are created through the preparation of an action.

Aspect Ratio: The width to height ratio of a TV picture is called aspect ratio.

Background Painting: An artwork done in the background of an animation is called background painting.

CGI (Computer Generated Imagery): Creation of Figures, settings, or other material in the frame using computer software is called CGI.

Clean-Up: The process of refining the rough artwork of 2D animation is called Clean-up.

Computer Animation: Any kind of animation created in computer is called computer animation.

Frame: one of a series of still transparent photographs on a strip of film used in making movies or animations.

Frame Rate: The rate of change of frames in an animation is called frame rate. Its measurement can be taken by fps i.e. frames per second.

Graphics Tablet: This is a device used to draw sketches.

Pixel: The smallest indivisible portion of an image is called pixel.

Raster: Rastering is the projections of various pixels on CRT screen to form an image.

Rotoscoping: Creation and manipulation of background images of an animation is called Rotoscoping. This can be done manually as well as using computer software.

Title Cards: Title cards are also called FIR of an animation. Title cards give brief information about the animation.

Tween: The transition of one frame to another in animation is called tween.

Vector: Some of the artwork is created by vectors rather than pixels. This allows cleaner and smoother animation because images are displayed by mathematical equation solutions.

CEL: It is a cellulose sheet used to paint characters. In practice, nowadays, plastic sheets are used for coloring of a character or object in composition with outline.

Exercise-1



Discuss the role of Media & Entertainment sector in India economy.

Exercise-2



Discuss the employability of various sub-sectors in Media & Entertainment Sector.

UNIT 1.2: Duties and Responsibilities of Sales Executive

Unit Objectives

At the end of this unit, you will be able to:

1. Learn about the role of Sales Executive in Media and Entertainment industry.
2. Identify the minimum requirement to become a certified Sales Executive.
3. Explain the work field of Sales Executive.
4. Identify the opportunities available for Sales Executive.

1.2.1 Introduction to Sales Executive Job Function

Sales Executives are responsible for selling company's services and products to individuals, corporations and government associations. Sales may be national (within India), international, or a composition of both.

As well as reaching potential clients with the goal of leading new business, Sales Executives endeavour to manage good relationships with current customers, achieving repeat business wherever achievable.

A Sales Executive performs following responsibilities:

- Build good working relationships.
- Understand the demand of your business clients.
- Explore the market and related services and products.
- Introduce the service or product conveniently and in an organized professional manner face-to-face.
- Listen to clients' needs and introduce properly to make a sale.
- Build and establish relationships with current clients in between and via telephone calls and emails.
- Cold call to organize meetings with potential clients to plan for new business.
- Answer to incoming phone and email queries.
- Perform as a connection between an organization and its existing and potential markets.
- Discuss the rules of an agreement and close sales.
- Collect market and client information.
- Ask for any dissatisfaction with an aspect to getting the client to buy.
- Recommend on upcoming product expansion and discuss specific promotions.
- Maintain accurate proposal documents, usually as part of a legal bidding procedure which is commonly prescribed by the potential clients.
- Review the quantities of goods on presentation and in stock.
- Make detailed, fast cost calculations and providing clients with estimates.

- Negotiate on amount, expenses, shipment and specifications with customers and managers.
- Contact with suppliers to analyse the development of existing orders.
- Register sales and order report and mailing documents to the sales office, or entering data into a computer software.
- Represent the company at seminars, demonstrations and trade exhibitions.
- Provide prospective buying trends back to organizations.
- Analyse your own sales performance, planning to achieve or gaining targets.
- Attend team meetings and share best methods with colleagues.

Individuals at this profession are responsible to close sales deals with new and existing customers. This profession requires the Sales Executives to attain sales targets appoint by the sales manager. The individual is responsible to achieve new customers, create proposals for new and existing customers and close sales orders.

1.2.2 Job Profile of Sales Executive

Sales Executive establishes business by recognizing and selling proposals, building relationships with customers, recognizes business opportunities by determining proposals and evaluating their position in the industry, exploring and analysing sales opportunity. They have to sell products by building contact and maintaining relationships with prospects, suggesting solutions, build relationships with customers by assisting support, information, and guidance. Their tasks also include exploring and suggesting new opportunities, recommending benefits and service development.

A Sales Executive performs following tasks in the industry:

- Evaluate ad-value for the proposed advertisement arrangement, taking into account key fluctuations (e.g. reach/time-spent, readership, listenership/time-spent, page analysis, reactions, accessibility/availability, customer credit limit).
- Administer audience analysis including utilization habits, lifestyles, ratings interpretation and correlation with peers.
- Perform costing process for key fluctuations and evaluate potential adaptations that could be considered in during the negotiation procedure.
- Express the sales procedure and provide suggestions to the customer on the relevant regulation, guidelines and policies.
- Create and submit proposals within the time period assign and in the format requested by the customer.
- Recognize potential customers and develop a client base through private networks, and through primary and secondary research.
- Recognize the customer's requirement to advertise in a particular market.
- Identify the various types of assets available in a particular market.
- Market the reliability and track record of your company to potential customers, and sell them the profits of advertising through it.

- Provide a satisfying proposition to the customer and negotiate to receive the maximum profit from the available stocks.
- Make sure that advertisement costs are higher or equal to the standard costs fixed by the company.
- Negotiate volume exemptions with organizations to sell stocks in advance at costs that are in line with standard exemption costs fixed by the company.
- Recognize opportunities to cross-sell other resources of benefits such as media integrations, exhibitions and events etc.
- Recognize and satisfy with the company's current fitness, safety and security guidelines and policies.
- Understand the secure working methods relating to own profession.
- Understand the government rules and regulations pertaining to health and safety including emergency operation for accidents, illness, fires or others which may involve evacuation of the buildings.
- Cooperate in company health and safety information sessions and practices.

1.2.3 Opportunities for Sales Executive

The sales industry is target consumed and as a result the task of Sales Executive can sometimes be challenging and pressurized. Situation of Sales Executive's task vary widely according to the range in which an individual perform. You could be placed within country or abroad and may work from an office location, or office at home or utilize hotels as your office. Sales Executives are commonly proposed to look professional and gentle, particularly when meeting with customers. The working environment develop by management and colleagues can frequently be competitive and it is a male-dominated industry. Travel within a working day, overnight unavailable for home and abroad work are all common. The continuous travel, sometimes with overnight stays or longer business tour, may influence your personal and social life.

You may be put on a short introduction course, covering information of the organization's services, goods or products, as well as the techniques used for sales management. This may be managed by your employer or by an external training organization. After introduction, it's normal to be given a time period on apprenticeship, without any pressure to achieve targets. Further progression frequently takes place in the form of recommending a knowledgeable representative and regularly taking over sales calls, under administration. However, after a comparatively short period of time, you will be proposed to start bringing in the number of sales practices required to achieve individual targets.

Training will consist of selling methods, such as:

- How to close sales
- How to deal with potential customers
- Negotiation

It's expected that some role-play practices will be involved in this type of training. Very small organizations may provide little or no training beyond some basic information. You may wish to explore how beneficial prospective employers recognize these to be before commencing on any courses. You could research going on to study for an MBA or attempt a postgraduate course in a particular area, such as sales administration.

Promotion of Sales Executive is generally based on performance and so speedy progress and early promotion is natural for high performers. A profitable sales track record will usually result in promotion to:

- Managing larger and more important client accounts.
- Taking responsibility for key services and products.
- Operating national accounts, such as selling to retail customers and dealers.
- A Sales Executive trainer role (commonly as part of an existing role).
- A Sales Manager perform with responsibility for an organization.

Many larger organizations have a promotion framework that generally includes promoting from Sales Executive to area Sales Manager, to national Sales Manager and eventually to Sales Director. It's relatively common to move between various organizations to acquire promotion or a higher salary. An introduction of sales into training and education, or employment, is another opportunity. Sales Executives also have the opportunity to move into relevant career fields, such as marketing, advertising, more common commercial management or public relations (PR).

1.2.4 Key Professional Skills

A lot of larger organizations recruit for Sales Executives as part of their graduate training brochure. The training is sometimes associated with marketing, as companies look for graduates who will perform towards becoming business leaders of the future. It will be beneficial to you if you can achieve experience in a client-facing environment, such as hospitality or retail.

Academic eligibilities are frequently less valuable than intelligence, attitude and personality and a strong marketing knowledge and excellent communication skills are commonly desirable characteristics. Although this field of job is open to all graduates, the following subject information may increase your chances:

- Management, business or marketing.
- Computing, engineering or technology (for technical sales).
- Media studies (for advertising and media sales).
- Latest European or Asian languages (for companies that run in international markets).

Larger companies who conduct graduate-training programs generally look for a 2:1 or above, as well as evidence of association with university programs or some appropriate work experience. A Sales Executive also require to have some significant skills as:

- The knowledge and eagerness to sell.
- Excellent communication skills.
- A positive, confident and influencing attitude.
- Flexibility and the ability to manage with rejection.
- A high standard of self-motivation and aspiration.
- The ability to work both individually and as part of a team.
- The ability to succeed in a competitive environment.
- A good standard of numeracy.
- Fluency in a foreign language - this can be beneficial, especially if working for an international organization.

Exercise



1. What is the role of Sales Executive in an organization?

2. What are the responsibilities of a Sales Executive?

3. Discuss the opportunities for Sales Executive in Indian Market.

4. Discuss the skills required to become a Sales Executive?

2. Developing Advertising Sales Proposal



Unit 2.1 – Types of Advertisements in Media Sector

Unit 2.2 – Audience Analysis and Cost Calculations for Advertisements

Unit 2.3 – Basics of Microsoft PowerPoint



Key Learning Outcomes



At the end of this module, you will be able to:

5. 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).
6. Conduct audience analysis including consumption habits, lifestyles, ratings illustrations and comparison with peers.
7. Perform costing procedures for key variables and calculate potential adjustments that could be factored in during the negotiation process.
8. Articulate the sales process and provide recommendations to the client on the relevant legislation, standards and policies.
9. Develop and submit proposals within the timeframe agreed and in the format requested by the client.

UNIT 2.1: Types of Advertisements in Media Sector

Unit Objectives

At the end of this unit, you will be able to:

- 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).
- Conduct audience analysis including consumption habits, lifestyles, ratings illustrations and comparison with peers.
- Perform costing procedures for key variables and calculate potential adjustments that could be factored in during the negotiation process.
- Articulate the sales process and provide recommendations to the client on the relevant legislation, standards and policies.

2.1.1 Different Types of Advertising Mediums

Advertising is the activity of grabbing public attention to something through paid proclamation by an identified sponsor. Selection of the relevant advertising option where the advertisements will be displayed is absolutely necessary for the achievement of the marketing campaign.

A successful advertising campaign will express the information about your services and products, influence customers and generate sales. Whether you are trying to inspire new clients to purchasing an existing product or introducing a new service, there are many alternatives to select from.

The most relevant advertising option for your organization will depend on your target market and what is the most economical method to influence as many audiences as possible, as many times as possible. The advertising option selected should also display the right environment for your service or product. Such as, if you understand that your target audience reads a particular magazine, you should publish ads in that publication.

Below is the list of an advertising strategies that you could use. Keep in mind, you can always be innovative in your advertising to get observed:

Print Advertising

One of the earliest and most common media of advertising, print media has better approach and can even be used for copy large scale advertisements.

Brochures

Brochures publish everything an audience should know about the service, product or a brand. They are targeted and expanded at a larger stage to inform audience more about the brand.



Figure 2.1 3 Brochures

Fliers

Fliers are convenient and have a great regional approach. Fliers emerged to be very beneficial for regional businesses. Various print mediums have various approach depending on their type and the target audience involved. Fliers can be used for regionally focused conversation whereas niche magazines can be used for highly focused conversation at wider range.

By invitation!

indus
exceptional experiences

COLORS OF INDIA

Delhi - Lucknow
Agra - Samode - Jaipur
Tour Departure: 31st October, 2015

Join this remarkable 13 days cultural and culinary expedition through India with renowned chef Jas Dosanj and learn why India is great for regional local cooking. Experience Diwali, festival of lights and dine with a local family in Jaipur, visit local spice markets and enjoy authentic local cuisine, Enjoy Hi Tea with royals in Lucknow, See highlights of India - Taj Mahal, the Qutab Minar, Amber Fort and more...

Cost Includes:

- 11 night's deluxe accommodation
- Daily breakfast & dinner
- Transportation by air-conditioned coach
- Comprehensive Sightseeing
- English speaking Tour Director
- Monument entrances fees
- Culinary interaction
- Return international flight to India from Kelowna

Price:
CAD 4825
+ AIR TAXES per person

Join us for informative evening at 6 PM on 25 May at Poppadoms

indus
exceptional experiences

For Detailed Tour Itinerary Contact:
Indus Travels
Email: mail@indus.travel
Tel: 604 279 8794 • Toll free 1 866 978 2997

Chef Jas Dosanj
Email: sdosanj@poppadoms.ca • Tel: 778 753 5563

Figure 2.1 4 Fliers

Broadcast Advertising

Technological advancement has resulted in increased revenue from broadcast advertisements. Broadcast mediums consist of audio-visual message and entertainment mediums like television, radio, etc. It's one of the most productive media for advertising as an information can be better understood if moving images and audio is used. But this medium is one of the expensive advertising mediums too. Broadcast advertisements can be categorized into:

Television Advertisements

Television advertisements are generally concentrated on brand building and creating brand consciousness among the prospective audience. These includes a lot of time and financial investments and can result to be one of the most advantageous advertisement investments for a business. Television advertisements have an advantage over print advertisements as an audience who can't read can also understand the information through audio-visual advertisements.



Figure 2.1 5 Television Advertisement

Radio advertisements

Radio advertisements have both regional and national approach and are cost-effective in terms of ROI. These can be in the local language and have a high recall benefit. Advertising on the radio is a great idea to approach your target market. If your target audience listens to a specific station, then consistent advertising can influence new audience.



Figure 2.1 6 Radio Advertisement

Outdoor Advertising

Possibly one of the most cost-effective options, outdoor advertising can result to be the most productive advertising methods if used perfectly, creatively, and at the perfect location. As the name recommends, Outdoor advertising includes establishing fixed (audiovisual or printed) advertisements in areas most visited by the target public. There are many methods to advertise outdoor and on-the-go.

Outdoor advertising can be categorized into –

- Messages established on hot air balloons or banners lifted by small aircraft.



Figure 2.1 7 Air Balloon Advertisement

- Mobile signboards where signs are located on vehicles, such as buses and cars, taxis or even clapper-boards carried by paid promoters.



Figure 2.1 8 Mobile Advertisement

- Plastic bags used to conserve newspapers distributed to homes.



Figure 2.1 9 Advertisement on Carry Bags

- Advertisements fixed to grocery carts.

Figure 2.1 10 Advertisement on Grocery

- Holographic images framed into public areas.



Figure 2.1 11 Holographic Advertisement

Digital Advertising

Digital advertising involves advertisements that are digitally advertised over the internet or other digital gadgets. This consists of the Internet, media gadgets like smartphones, tablets, etc. Big Data has assisted digital marketers to broadcast highly focused advertisements and gain most from their investments. With the regular addition of new customers and increased technology and R&D in the digital world, advertisers can now not only target users with their advertisements but also can communicate and connect with them.

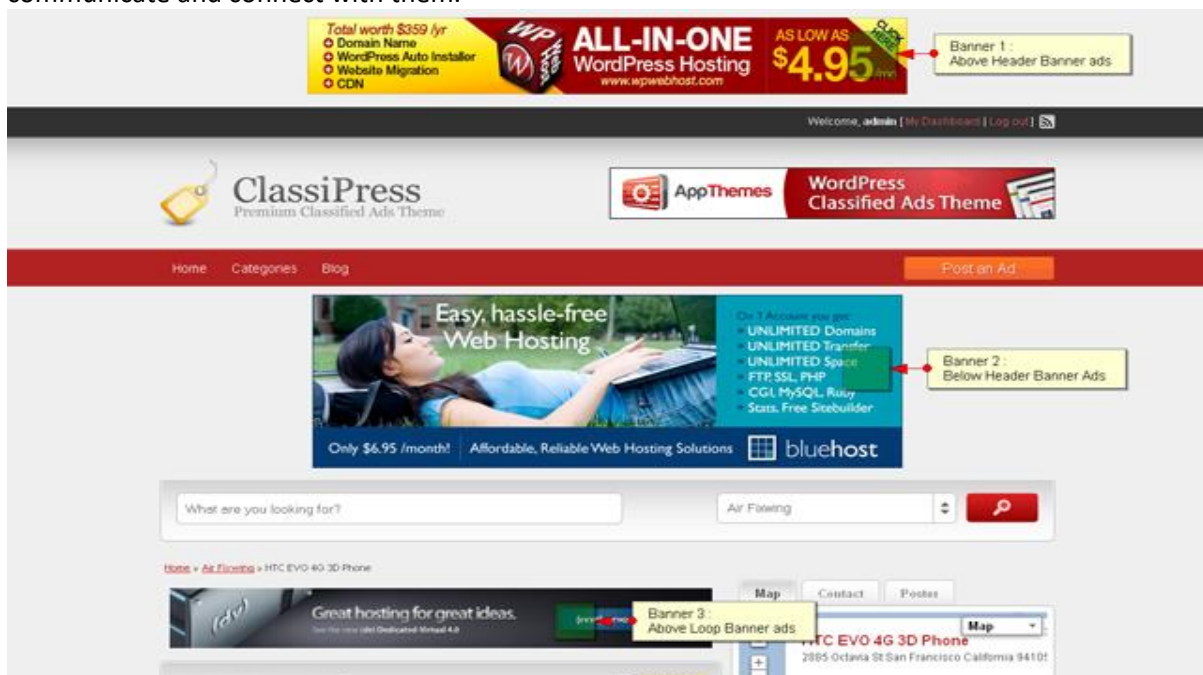


Figure 2.1 12 Digital Advertising

The Internet provides many advertising options with information published through websites or by email:

Standard online advertising formats

A banner advertisement is a rectangular advertisement publishing at the top or bottom of a web-page. Banner advertisements are generally 468 X 60 pixels. An interstitial is an advertisement that interferes with the client. It may be a pop up window or full page.

Rich media advertisements

Advertisements that include a range of technology components such as video and audio. Rich media advertisements are formed to express higher influencing messages.

Paid search advertising

A technique of publishing online advertisements on website pages that display results from search engine inquiries. With the same search-engine advertising services, advertisements can also be published on Web pages with other published matter.

Search engine marketing

A type of Internet marketing that includes the development of websites by enhancing their visibility in search engine results pages (SERPs) especially through paid advertising. SEM may include search engine optimization (SEO), which modifies or rewrites website matter and website design to obtain a higher ranking in search engine results pages to increase pay per click (PPC) listings.

Online video gaming

An online game is a video game that is either partly or especially played through the Internet or another computer system. Advertisers can pay to have their product information or services published into the series of online games.

Paid inclusion

Paid inclusion is a search engine marketing strategy where the search engine organization demands fees related to addition of websites in their search listings. The use of paid inclusion has an issue and paid inclusion's demand has reduced over time among search engines.

Email advertising

Email Advertising also known as internet direct marketing. Using email to publish an advertisement provides marketers the benefit of low delivering cost and potentially high approach. In conditions where the marketer acquires an extremely targeted list, reply rates to email advertisements may be relatively high.

Social media advertising

A composite term used to explain types of online advertising that target on social networking services such as Twitter, Facebook, Instagram, etc.

Mobile device advertising

The development of hand-held gadgets is transforming the way that users operate media and explore for services or products information. Handheld gadgets, such as smartphones, cellphones, laptops, tablets and other wireless gadgets, set up the increasing mobile device market. Such devices provide users to stay informed, gaining knowledge and interact with others without being fixed to a physical or geographic location.

*Drive traffic to your
store with
Mobile Advertising*



Figure 2.1 13 Advertisement on Cellphone Devices

Brand/Product Integration

Brand Integration offers a brand to approach the customers by coordinating the brand within the entertainment media which is consumed by the customers as entertainment. The brand or the product is intermixed within the articles, displaying products, services and exclusive features. In clear words, brand Integration is a system of accurate storytelling which is designed according to the trend and requirements of the customer and the brand.

MMA
MOBILE MARKETING ASSOCIATION

mFilterIt
Eliminating Ad Fraud

It's time to
Assess Combat Track

It's time to
ACT on AD Fraud Today.

mFilterIt joins hands with MMA
to present the first of its kind

**INDIA'S AD FRAUD
ROAD SHOW 2019**

MARCH 13 TO APRIL 18, 2019 BENGALURU • DELHI • MUMBAI

Figure 2.1 14 Brand Integration

Exercise



1. How many types of Advertisement? Describe each of them briefly.

2. In which popular advertising medium you can see audio-visual ads?

3. Give some examples of outdoor advertising.

4. What is Digital Advertising? Name some options of Digital Advertising.

UNIT 2.2: Audience Analysis and Cost Calculations for Advertisements

Unit Objectives

At the end of this unit, you will be able to:

- Conduct audience analysis including consumption habits, lifestyles, ratings illustrations and comparison with peers.
- Perform costing procedures for key variables and calculate potential adjustments that could be factored in during the negotiation process.
- Articulate the sales process and provide recommendations to the client on the relevant legislation, standards and policies.
- Develop and submit proposals within the timeframe agreed and in the format requested by the client.

2.2.1 Audience Analysis for Advertisements

Choosing the excellent media resources for a given campaign needs specific research and interpretation. Media administrator require to match their target market with media audiences. Recognizing the customers for a magazine or newspaper, or identifying who watches television at a particular time, is a specialized form of market research, frequently organized on behalf of media partners.

Scope of media audience that are of specific attraction to advertisers consist of:

Print Media

- **Circulation**
The number of copies of a publication sold (independently evaluate via a circulation analysis).
- **Readership**
The total number of audience who have read or looked into a latest edition of a publication (independently evaluate via survey).
- **Readership profiles**
Statistical and behavioral interpretation of readership (sourced from Readership surveys).

Broadcast Media

- **Average audience**

The average number of audience who tuned into the given program or given schedule, represent in percentage or as thousands. Also known as a Rating or T.A.R.P (Total Audience Rating Point).

- **Audience share**

The number of viewers (or listeners) for a given program or a channel over a given time period, represent as a percentage of the total audience potential for the total market. (The audience contribution is generally evaluated by dividing a given channel's average audience by the average audience of all channels).

- **Audience potential**

The total number of audience in a given geographical area who adapt to a particular definition, such as the number of audience with a television (or radio) set or the total number of audience aged 6-12 years. Public potentials are typically obtained from the census figures and are used to evaluate the potential market approach.

- **Audience movement by session**

The number of viewers (or listeners) who switch programs or channels during a given schedule.

- **Audience profile**

Evaluation of audience by chosen psychographic, statistical or behavioral variables.

- **Cumulative audience**

The number of multiple viewers (or listeners) in a given schedule; also known as reach.

- **People Using Television**

The number of audience (or family) tuned to any program during a given schedule.

Out-of-home media

- **Opportunities to see**

A simple measure of the number of audience who were displayed to the medium, for example, the number of cars that drive past an outside hoarding in a given time period.

Internet and digital media

- **Site traffic**

The number of audience to a website visited within a given time period (e.g. a month).

- **Unique visitors**

The number of multiple visitors to a website within a given time period.

- **Site stickiness**

The average length of time an individual stay on a page (a measure of public engagement).

- **Average page views per visit**

The number of multiple pages visited by an audience to a website (a measure of engagement).

- **Click through rate**

The number of visitor who clicked on an advertisement or advertising link.

- **Cost per click**

The average cost of generating through one click.

- **Rate of return visitors**

The number of unique visitors who return to a website.

- **Bounce rate**

Number of website users who leave the website within a predefined time.

Although much of the audience analysis data is typically only accessible to potential advertisers and subscribers, fundamental information is advertised for the general audience, frequently as topline survey data. The type and measure of independently available information varies across regional markets. Audience analysis for broadcast media is offered to potential advertisers via the networks or via a media partner. A definite amount of fundamental market data is available to the common public through judicial authorities or media companies.

2.2.2 Calculating Advertisement Cost and ROIs

The advertising cost calculator is what you require before entering into online advertising campaign. Unluckily, many business leaders and organizations hassle with it. Understanding how to evaluate your advertising cost will identify how much you want to invest on a specific campaign and the benefits that will come with those advertisements. The benefits that come with productive advertising cost calculation are many and identify how much you want to invest to recover expenses on your annual advertising budget.

What is advertising cost calculator

An advertising cost calculator is an ordinary device that helps both customers and businesses to evaluate their actual advertising cost for a particular financial year in order to calculate how much amount they have actually invested or will invest on future advertising campaigns. These devices are also efficient in making calculation on the possible ROI which most analyze as the revenue from those advertising campaigns.

Including this, when evaluating advertising cost, one must take into concerns the following:

- The estimated budget for the Advertising.
- The estimated CPC and CPM costs.
- The targeted conversion rate of the advertising campaign.
- The standard sales cost of products and how each consumer benefitted.
- The conversion rate (What percentage of those consumers will be converted).

The final outcome of these estimations will be compiled into the number of clicks, the number margin, the actual cost of CPC and CPM, the click-through rates (CTRs) etc. Those evaluations will help a business regularly increase their advertising strategy.

What is Advertising cost

In the basic terms, we explain cost as the total budgetary value or the amount of money spent to obtain services or products. In business, costs are charged to different products and services obtained by a business over time to identify the actual value of those products and their projected value or devaluation over a period of time.

Advertising cost is the amount of money a company or an organization expended on advertising campaigns over a period of time. For example, a particular business may determine a budget ₹5,000 for Facebook advertising, ₹6,000 for Google Advertising and maybe ₹3,000 for TV and Radio advertising all in a one-year advertising budget.

Calculating all that up will give you the total amount the organization is expecting to invest on advertising in that financial year which will be as follows (₹5,000 + ₹6,000 + ₹3,000 = ₹14,000). Now, ₹14,000 here is considered as the advertising cost the organization is willing to invest in advertising in one year.

What is Advertising ROI

Wikipedia explained Return on investment (ROI) as the ratio between the net profit and cost of investment resulting from an investment of some capital. ROI is basically Return On Investment. This makes Advertising ROI the return on investment of the money invest on advertising.

How is ROI Calculated

There is one equation used in calculating return on investment generally everywhere. This is because ROI is a globally organized and used formula to calculate the profit on investment both in small and large businesses. To some range, let's say investment programs are acknowledged successful only when their ROI is calculated and recognized. Return on investment, or ROI, is the ratio of a profit or loss made in a financial year considered in terms of investment and display as a percentage of increase or decrease in the amount of the investment during the year. You can use the following ROI formula:

Return on Investment (ROI) formula

$$\text{ROI} = \frac{\text{Net profit (Gain from investment)} - \text{Total cost of Investment}}{\text{Total cost of Investment}}$$

The diagram illustrates the ROI formula. On the left, a blue box contains the text 'ROI' in red. To its right is an equals sign. Further right is a fraction. The numerator consists of a green box with 'Net profit (Gain from investment)' in red, followed by a minus sign, and a dark blue box with 'Total cost of Investment' in red. A horizontal black line separates the numerator from the denominator, which is a blue box with 'Total cost of Investment' in red.

Figure 2.1 ROI Formula

Calculating cost per click CPC ROI campaigns

Calculating ROI on CPC campaigns is easy but first, you need to calculate the cost of the CPC. In this condition, let's say you need to pay ₹50 per each click on your Facebook or Google Advertisement, on that specific campaign you end up have about 2,000 clicks for the whole campaign in a week.

Now, you will directly have to multiply ₹50 by 2,000 which will give you ₹100,000. ₹50,000 is the cost of this specific CPC campaign. So, after investing ₹50,000 running your campaign, you were capable to create sales of amount ₹500,000 within that week. Having these calculations will make things simple for you to evaluate the ROI of this CPC campaign.

First, adding the revenue produced during the campaign which is ₹500,000, subtract the amount of running the Advertisement which is ₹100,000 and you will get ₹400,000. Now, in many conditions, some advertisers will express ₹400,000 as the ROI on this campaign.

The actual ROI of this campaign will be evaluated by taking the ₹400,000 which is the total profit and subtract the cost ₹100,000 and then dividing by the primary cost of the CPC ad which is ₹100,000. The result here is always considered in percent as you will have to multiply your result by %100.

Calculating CPM cost per 1000 impressions ROI

Using ordinary Advertising cost calculator will help you calculate CPM ROI. The function of the same formula and technique applied in the CPC above. The variation is that CPM advertisement costs are based on 1000 impressions or 1000 views per the expected cost. It might be that you need to pay ₹50 per every 1000 impressions or views during the advertising campaign.

So, if you finished up gaining 2,000 impressions per one-week advertisement campaign, you will have to multiply 2,000 impressions by ₹50 which will give you the cost of ₹100,000. Taking into concern that ₹50 is for every 1000 impressions or views. Understand how to determine that will allow you to apply the above method and calculate your actual ROI on your CPM campaign.

How to calculate Profit from the advertising campaign?

Many advertisers use online advertising cost calculators to calculate their revenue generated from advertising. However, many of those Advertising cost calculators have very simple formulas that only deduct the cost of advertising from the profit gained during those Advertisements. This formula does not give a perfect description of the situation.

It only displays the net revenue generated from that Advertisement campaign. The best method to calculate the revenue generated from a particular advertising campaign would be to calculate all the cost included with the advertisement campaign. Costs such as the cost of products sold, fixed rate, service cost delivered, the cost of advertising companies if any etc. All these costs require to be subtracted from the net revenue generated from the Advertisement campaigns. Applying the ROI formula will support in calculating the actual cost profit and ROI on advertising campaigns.

How to profit from Advertising

Most organizations advertise to increment their profit margin. However, very frequently you find out that is not the condition, even though some advertise for publicity, the long-term objective is to attract audience and increase their sales in order to increase their profit and revenue.

Now that you know how essential profit is to advertising, how do you gain profit from advertising should be the main target of your advertising. Below are the few productive tips you can gain profit from your advertising.

- Explore and understand which program your target audience are spending most of their time.
- Estimate your Advertising budget and the time period you will run your Advertisements.
- Evaluate your expected cost per CPM and CPC and ensure it is average or below average.
- Personalize your Advertisements to display on particular devices, time and location.
- Always track your Click through rate (CTR) to ensure it is above average.

The above-listed tips will decrease unnecessary cost and advertise your advertisements to only your potential audiences. This will enhance your conversion rate, increase your sales and eventually your revenue.

Conclusions

Advertising can be potentially beneficial for organizations if only it's done perfect. The profitability is calculated only when the actual ROI is known. All advertisers should consider this serious and always ensure they determine their advertising ROI before continuing with their Advertising campaigns.

Exercise



1. What measures should be taken to analyze audience for advertisement under each category of advertising medium?

2. Write the full form of TARP and define it.

3. What is advertising cost calculator?

4. What is advertising ROI? Write the formula of calculating ROI.

UNIT 2.3: Basics of Microsoft PowerPoint

Unit Objectives

At the end of this unit, you will be able to:

- Conduct audience analysis including consumption habits, lifestyles, ratings illustrations and comparison with peers.
- Perform costing procedures for key variables and calculate potential adjustments that could be factored in during the negotiation process.
- Articulate the sales process and provide recommendations to the client on the relevant legislation, standards and policies.
- Develop and submit proposals within the timeframe agreed and in the format requested by the client.

2.3.1 Introduction to Microsoft PowerPoint

Microsoft PowerPoint is basically a presentation designing software. You can customize slideshows with shapes, images, animations, text, audio, and much more. Then, insert your presentation into the big screen to show it to others or save it as a visual presentation. PowerPoint is a slideshow presentation program that's part of the Microsoft office series of tools. PowerPoint makes it easy to build, cooperate, and present your ideas in effective, visually compelling methods. For education, business, and personal matters, PowerPoint provides the adaptability to make the simplest presentations with its large group of features.

General Uses for PowerPoint

- Business presentations for services and products
- Educational slideshows for lectures and classrooms.
- Personal visuals such as family picture slideshows and mind maps.
- Marketing and Sales equipment.
- Celebration presentations like anniversaries, weddings, or social gatherings.
- Budget, fiscal and project presentations.
- Reports, certificates, diagrams, calendars and charts for any industry.

You can design almost any kind of visual in PowerPoint. But first, you should understand the common terms of the application.

PowerPoint Ribbon

- During this presentation, we will introduce to the PowerPoint “Ribbon” in terms of operating the application.
- The Ribbon is the section of buttons on the top of the main window.
- Users can approach anything the program has to provide through the Ribbon.

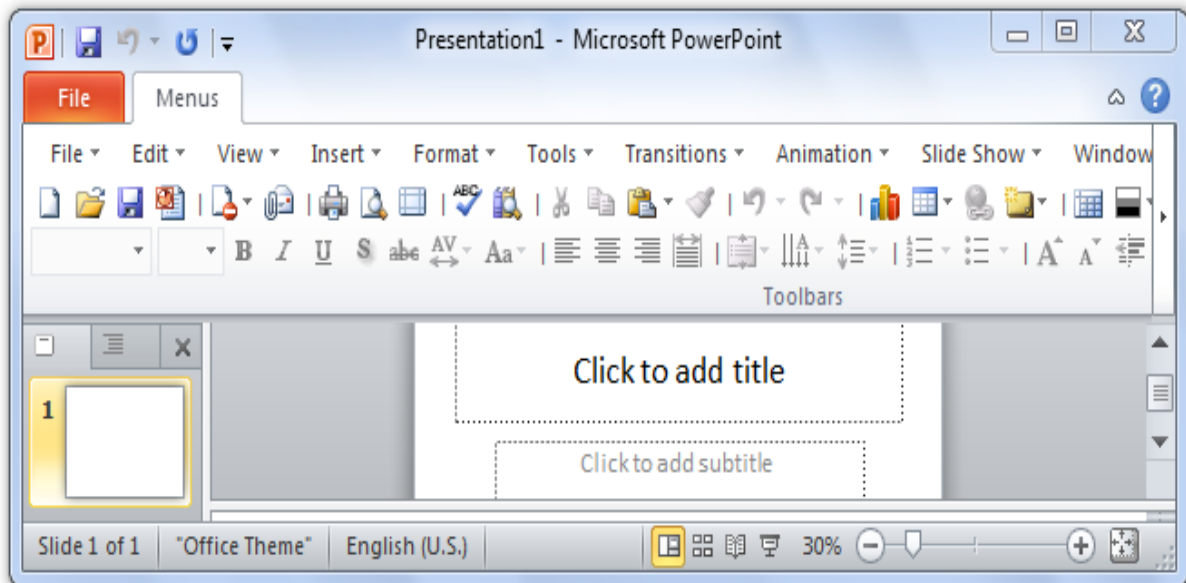


Figure 2.1 15 PowerPoint Ribbon

Create a New Presentation

- Select “File” then “New”.
- Shortcut: Hold the Control button, then press ‘N’ for “New”.

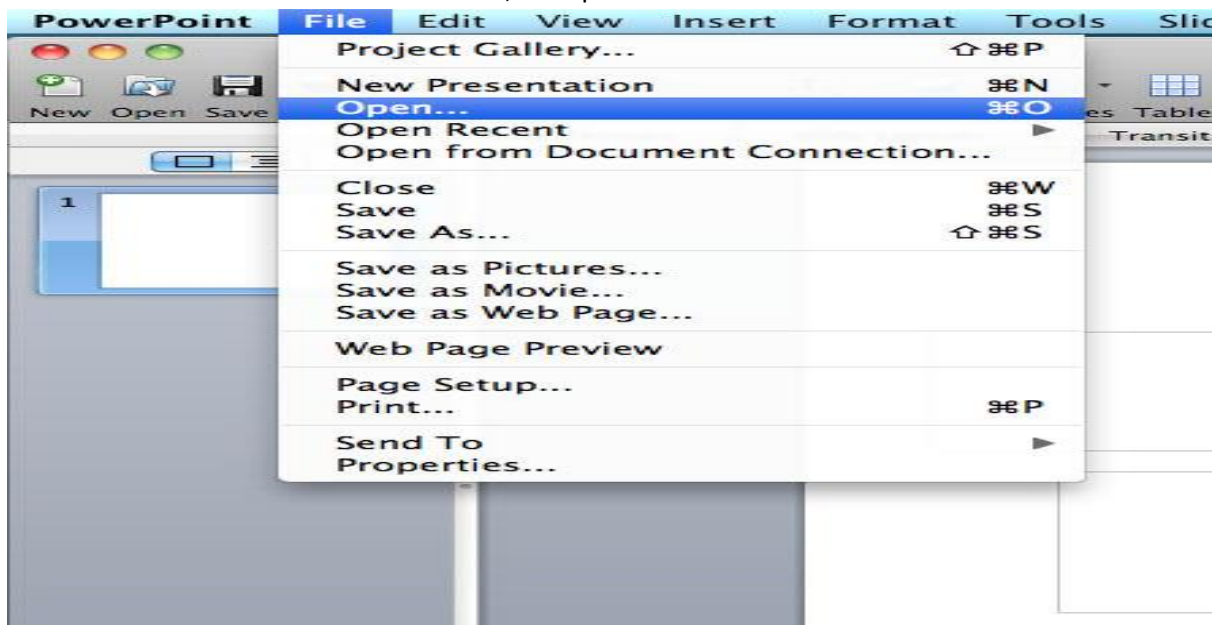


Figure 2.1 16 Opening a New File

Open an Existing Presentation

- Select “File” then “Open”.
- Shortcut: Hold the Control button, then press ‘O’ for “Open”.

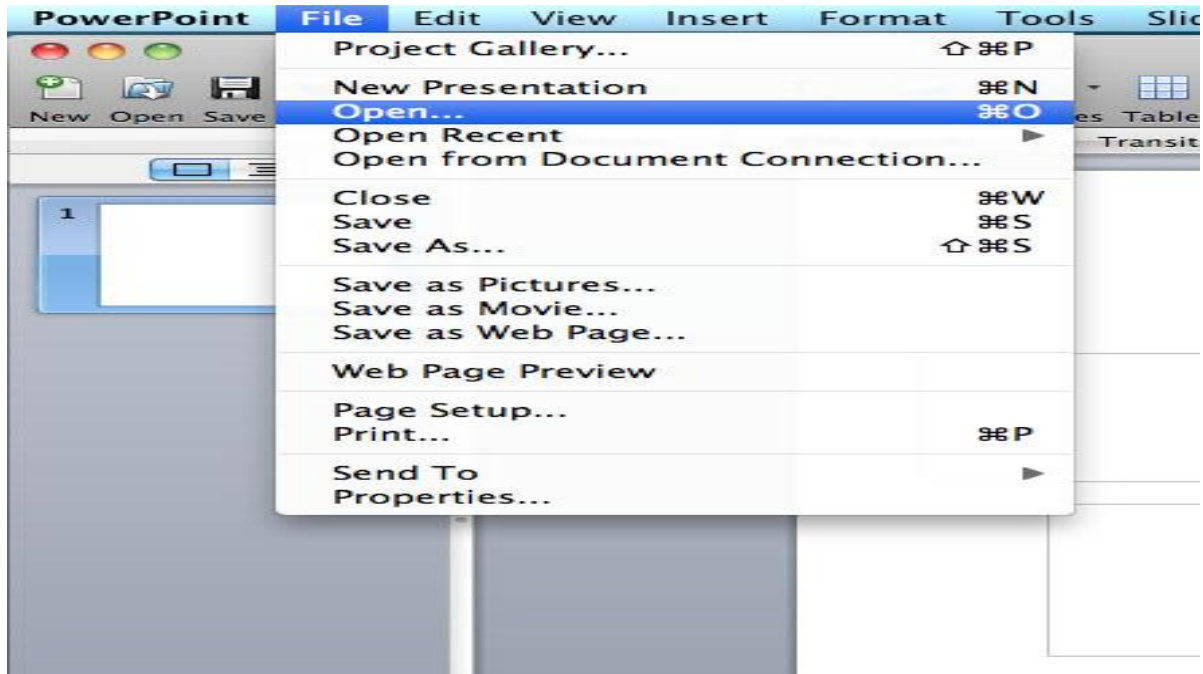


Figure 2.1 17 Opening an Existing File

Saving a Presentation

- Select “File” then “Save As”.
- Shortcut: Press f12 to Save the file with a new name.

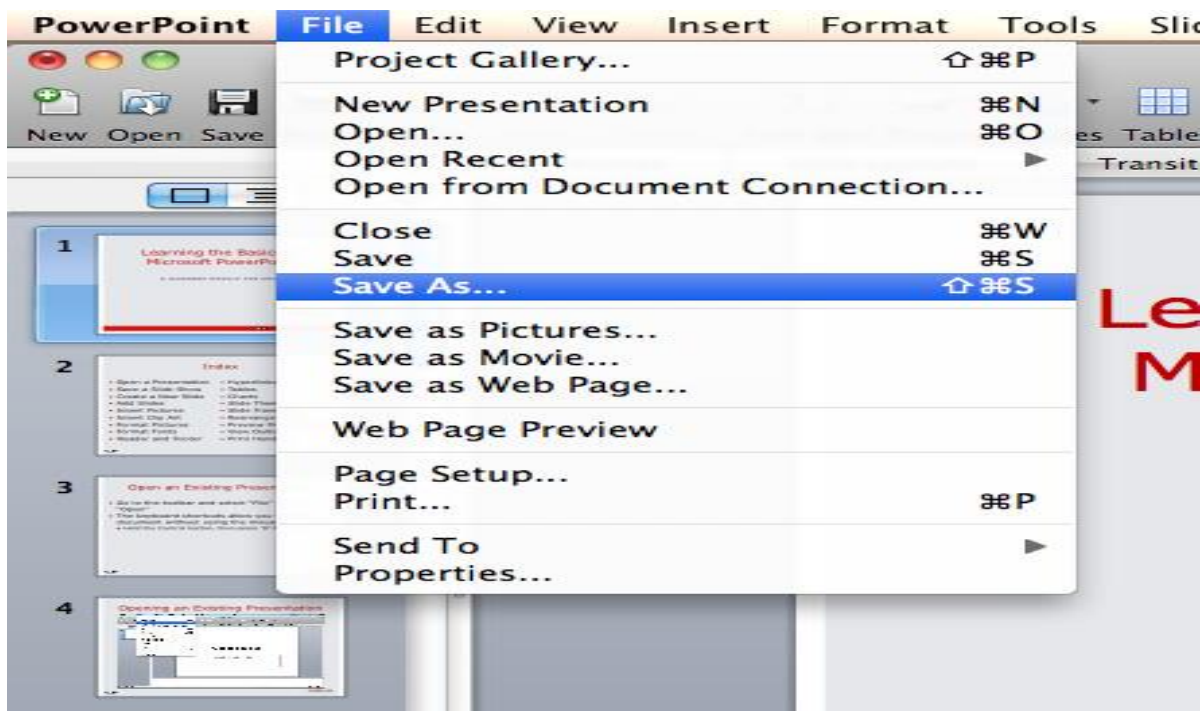


Figure 2.1 18 Saving Presentation

Add a Slide

- Go to the “Home” ribbon and select the “New Slide” button.
- Select the Slide Pane and press “Enter”.

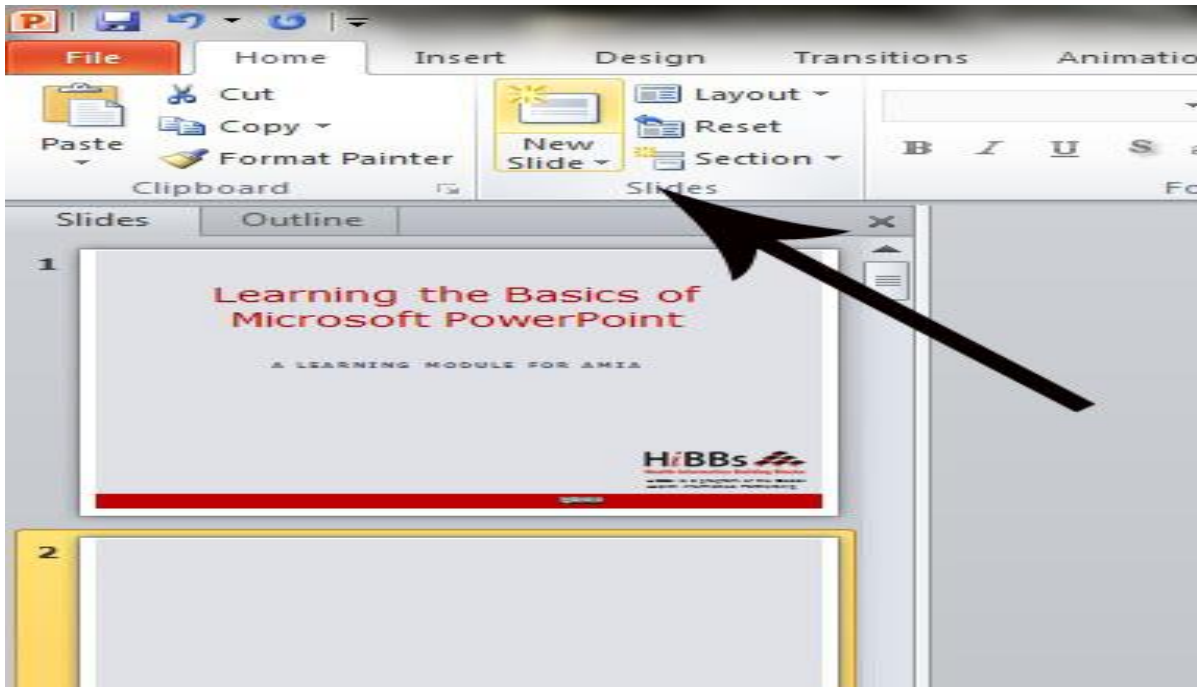


Figure 2.1 19 Adding a Slide

Insert Pictures from Files

- Go to the “Insert” ribbon then select “Picture”.
- Find the image file from the folder to where it is saved.
- Select “Insert” from the dialog box.



Figure 2.1 20 Inserting Pictures

Insert Clip Art

- Go to the “Insert” ribbon then select “Clip Art”.
- Access search terms in Clip Art search pane on the right and choose image.

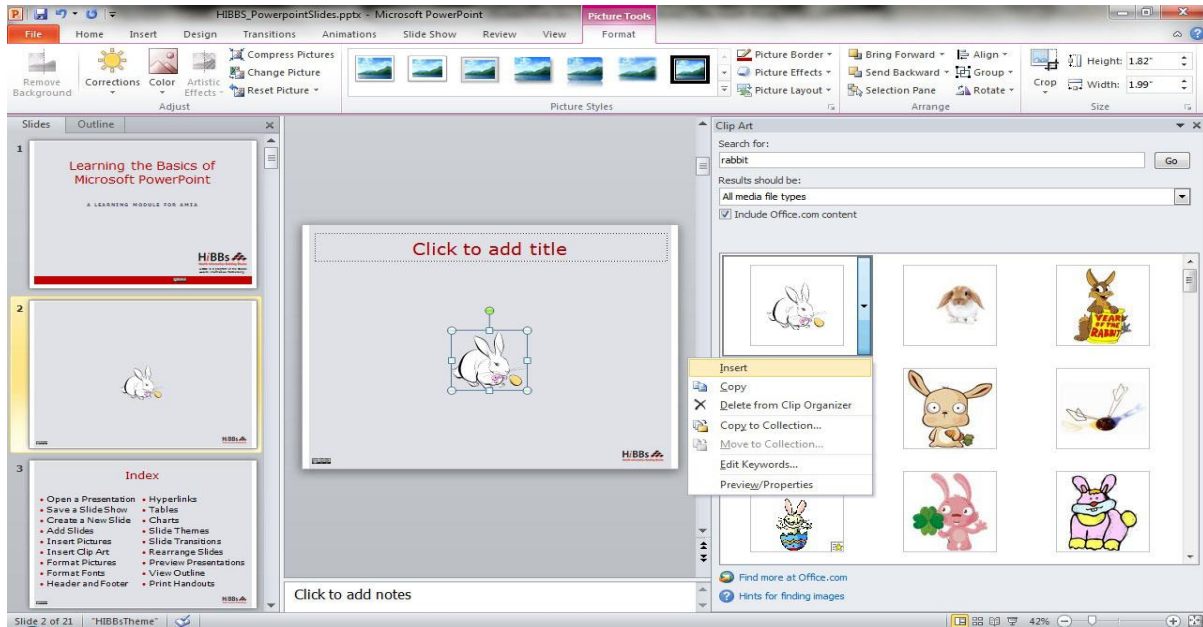


Figure 2.1 21 Inserting Clip Art

Format Pictures

- To modify the image size, click on the picture to enclose the image with a blue box.
- Drag the corner dot away from the center to make it larger and toward the center to make it smaller.

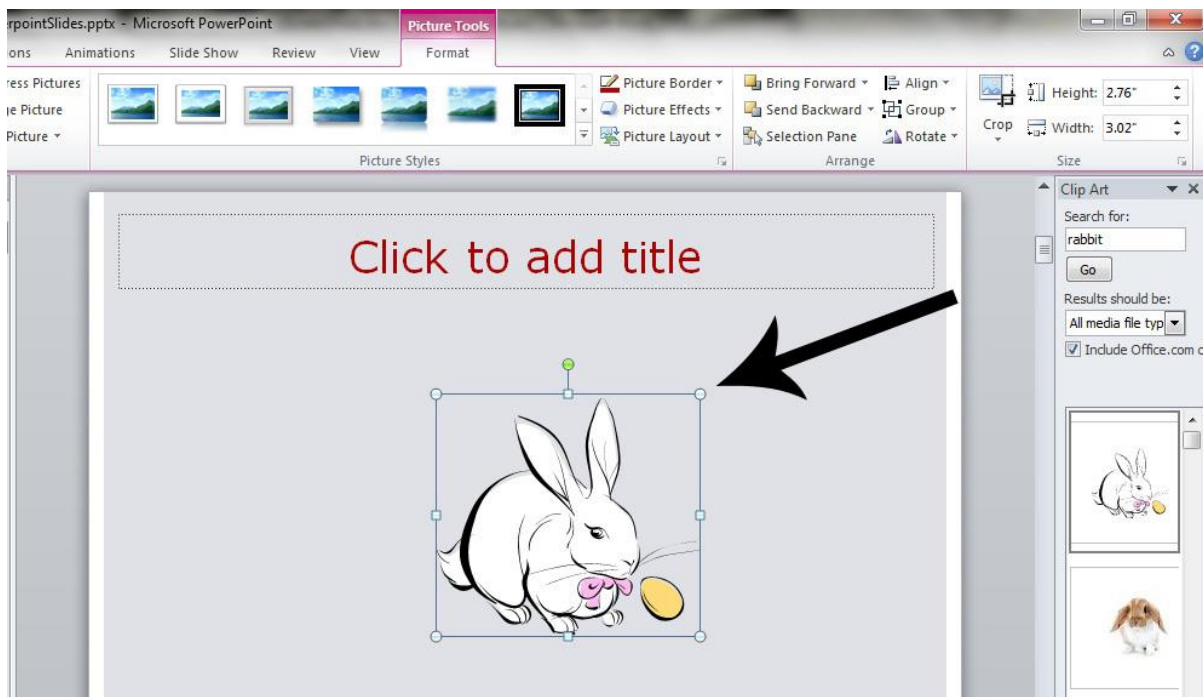


Figure 2.1 22 Formatting Pictures

Format Fonts

- Go to the “Home” ribbon then make changes to the font size and style of the text.
- This Home tab also offers you to change all features of the font size and style.

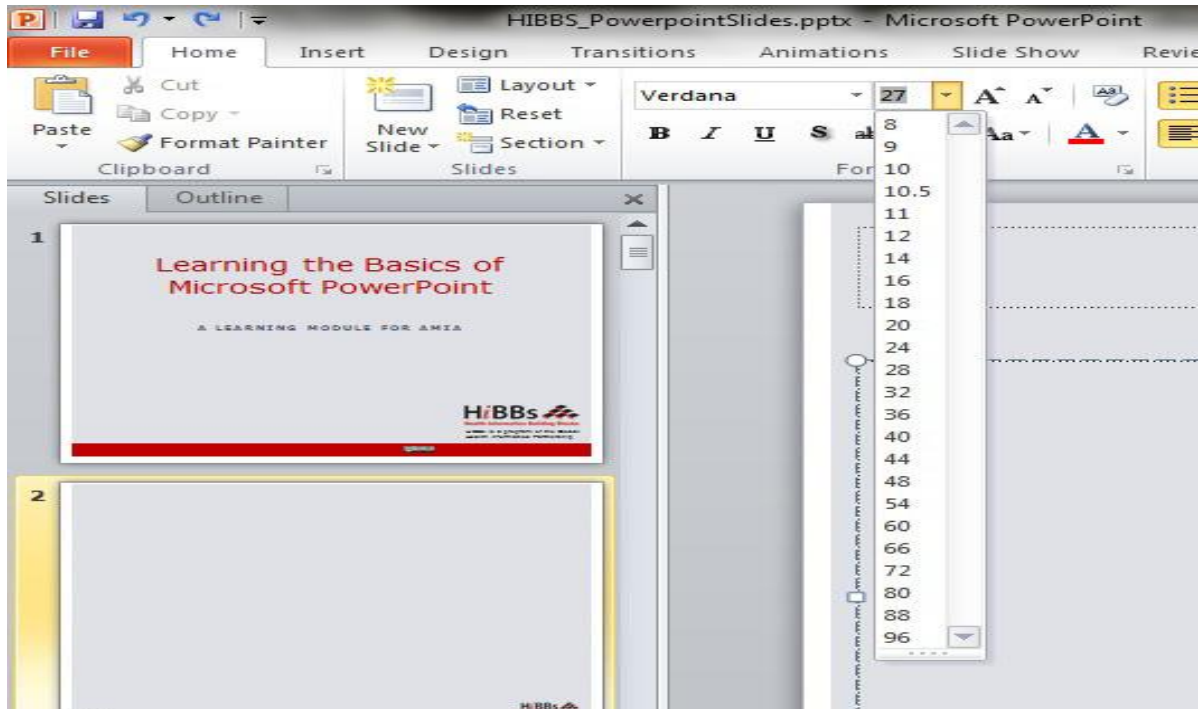


Figure 2.1 23 Formatting Fonts

Insert a Header and Footer

- Go to “Insert” then “Header and Footer”
- This dialog box provides you to insert a time and date on the slide.

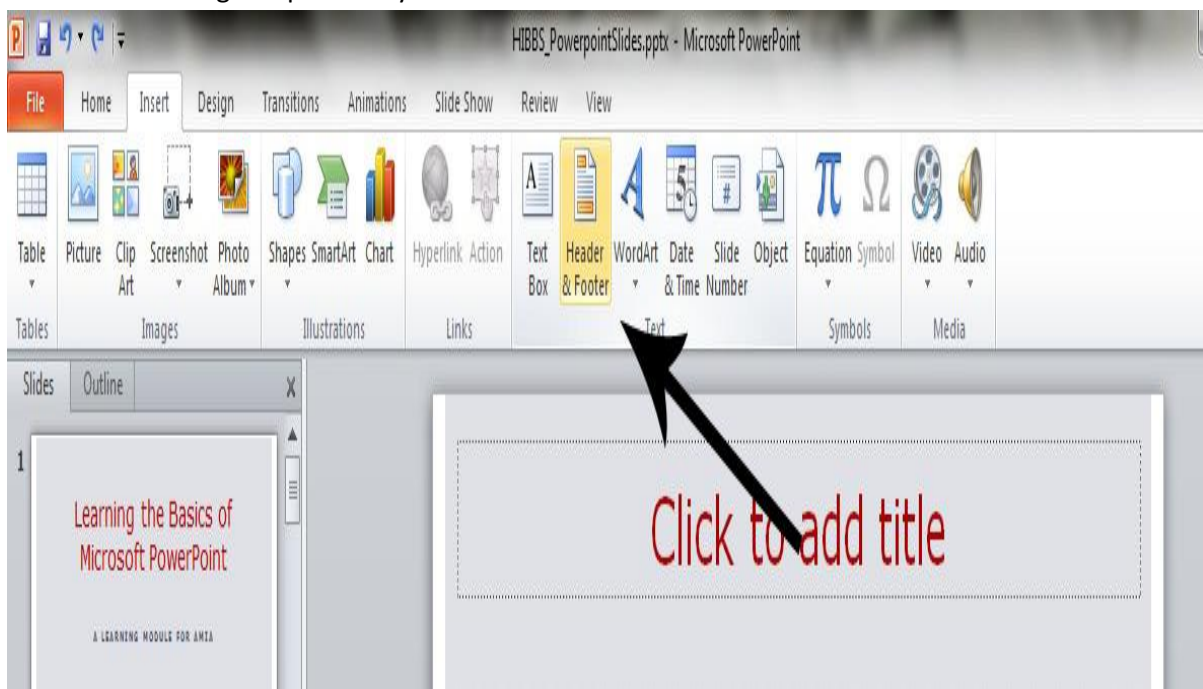


Figure 2.1 24 Inserting Header & Footer

Insert a Hyperlink

- Go to the “Insert” ribbon then drift over “Links” then choose “Hyperlink”.
- Copy and Paste the Link from the website into the “Link” box.

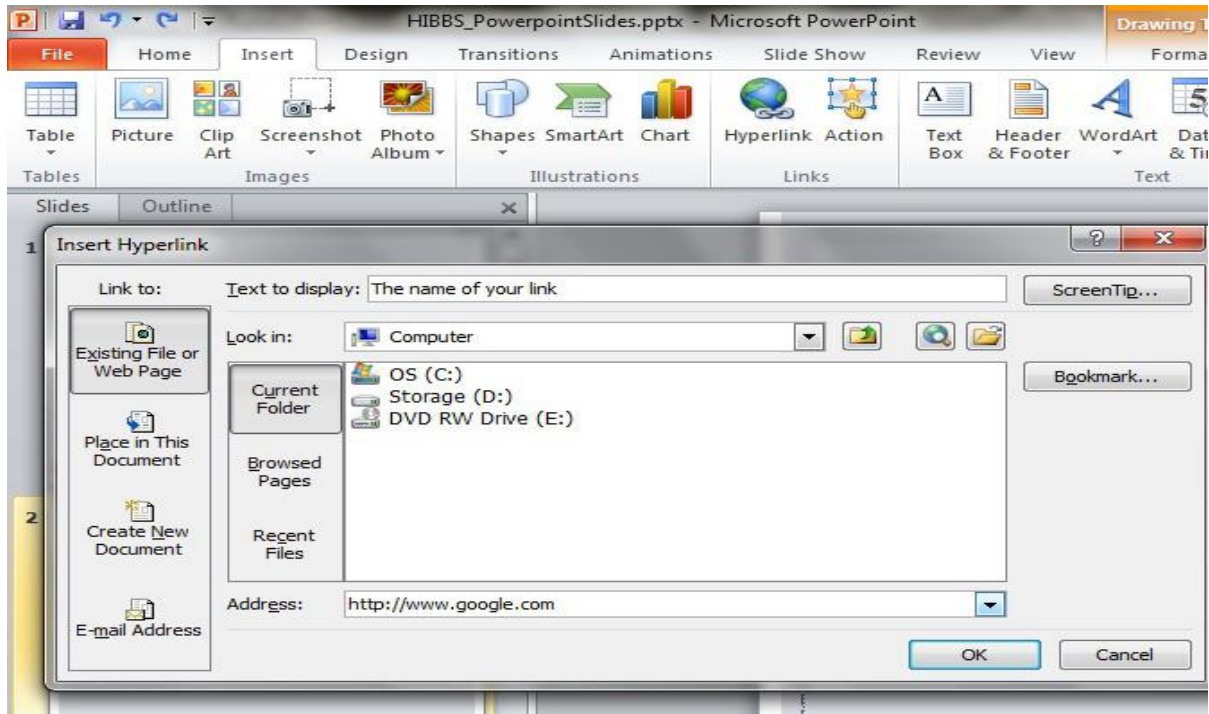


Figure 2.1 25 Inserting Hyperlink

Insert Tables

- Go to the “Insert” ribbon then select “Table”.
- Move the mouse over the table interpretation to choose the size of the table you would like to use.

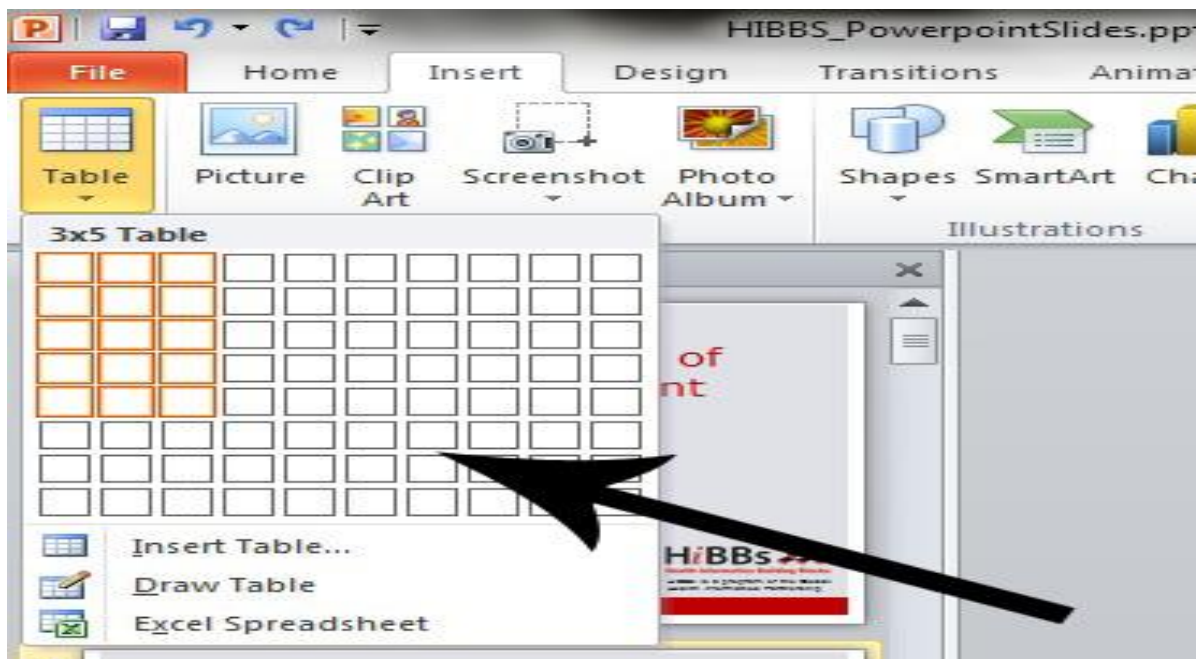


Figure 2.1 26 Inserting Label

Insert Charts

- Go to the “Insert” ribbon then select the “Chart” button.
- Option to choose from Area, Bar, Line, Pie and several other Chart Options.

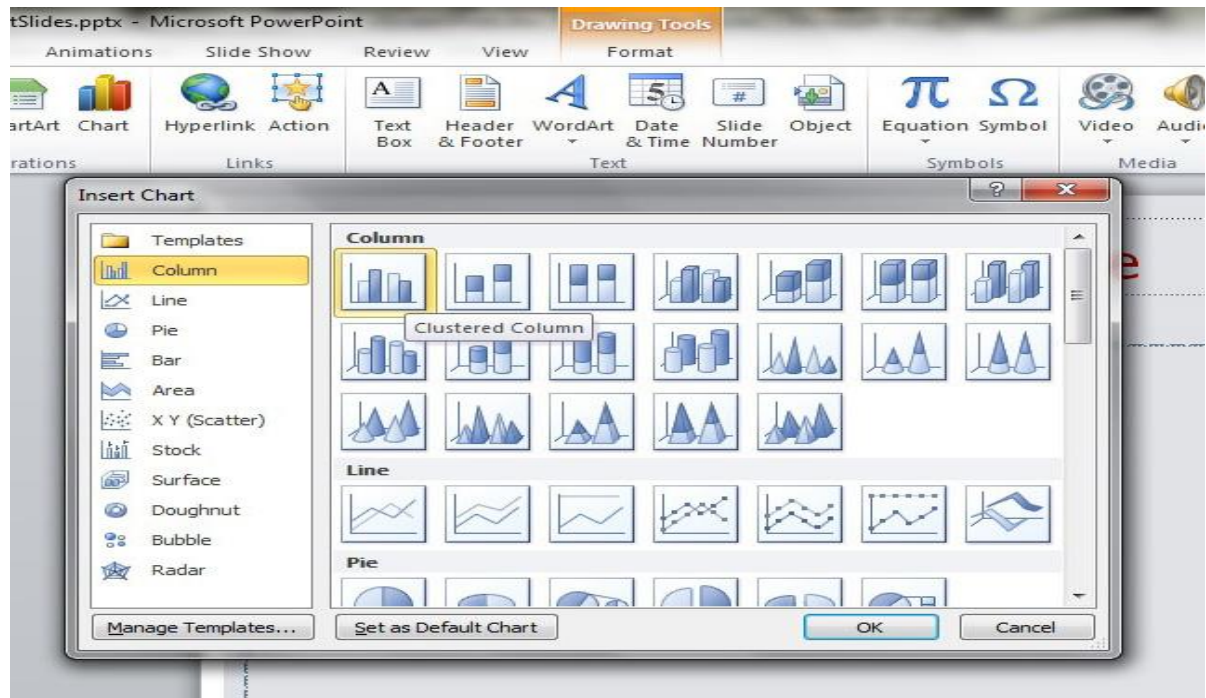


Figure 2.1 27 Inserting Charts

Add a Slide Theme from Gallery

- Go to the “Design” ribbon.
- Select a design theme from the Theme toolbar.

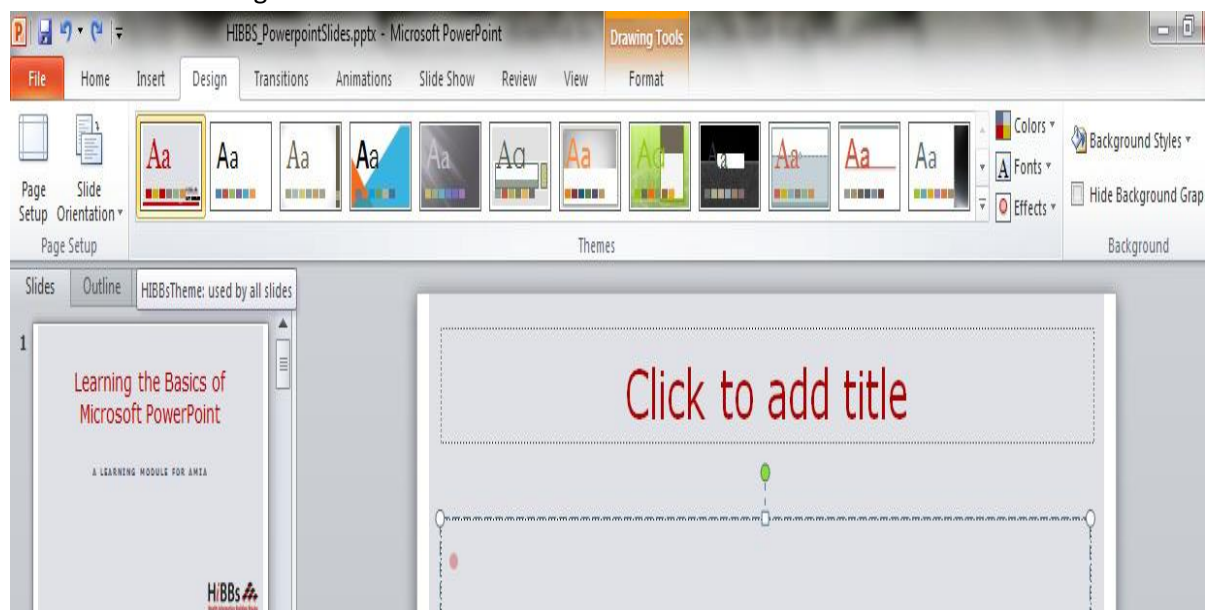


Figure 2.1 28 Adding a Slide

Slide Transitions

- Go to the “Transitions” ribbon.
- Select required Transition from toolbar.

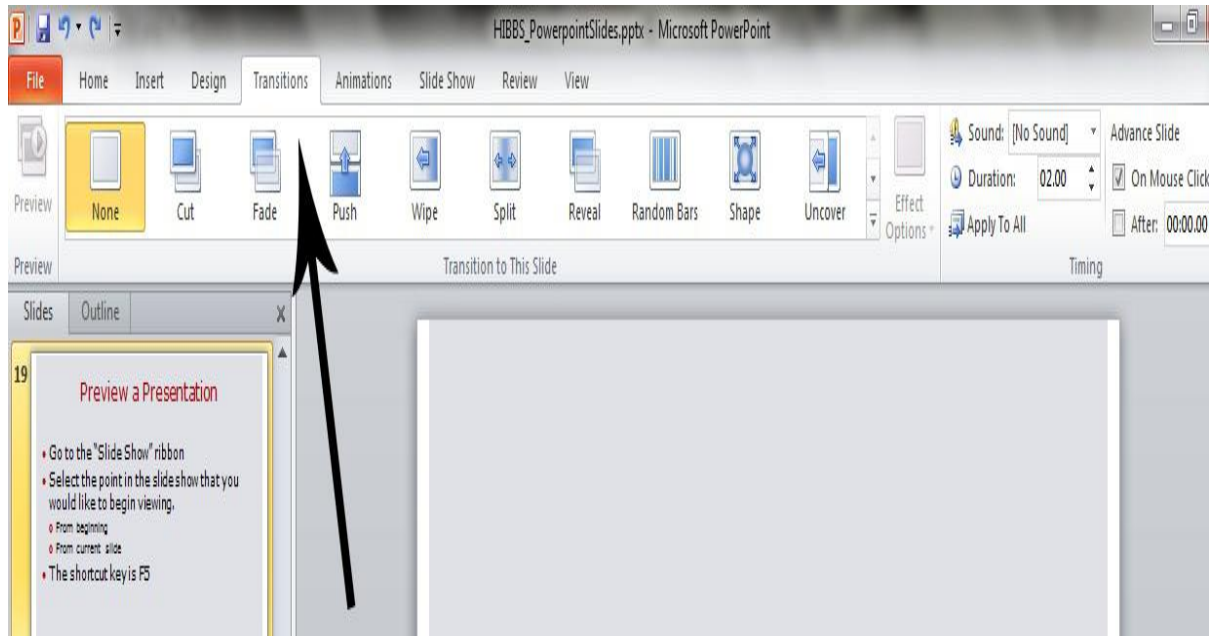


Figure 2.1 29 Slide Transitions

Rearrange Slides

- To move a slide, click on the slide thumbnail in the left column.
- Drag and drop the slide at the desired location.
- To move successive slides at one time, click and hold the Shift key as you choose the slides you want to move.
- Drag and drop the slides at the desired location.

Preview a Presentation

- Go to the “Slide Show” ribbon.
- Select the point in the slide show that you would like to begin viewing.
- From beginning.
- From current slide.
- The shortcut key is F5.

View Slides vs. Outlines

- The default view is Slides.
- The second option is Outline view to display the slide show as outline notes.

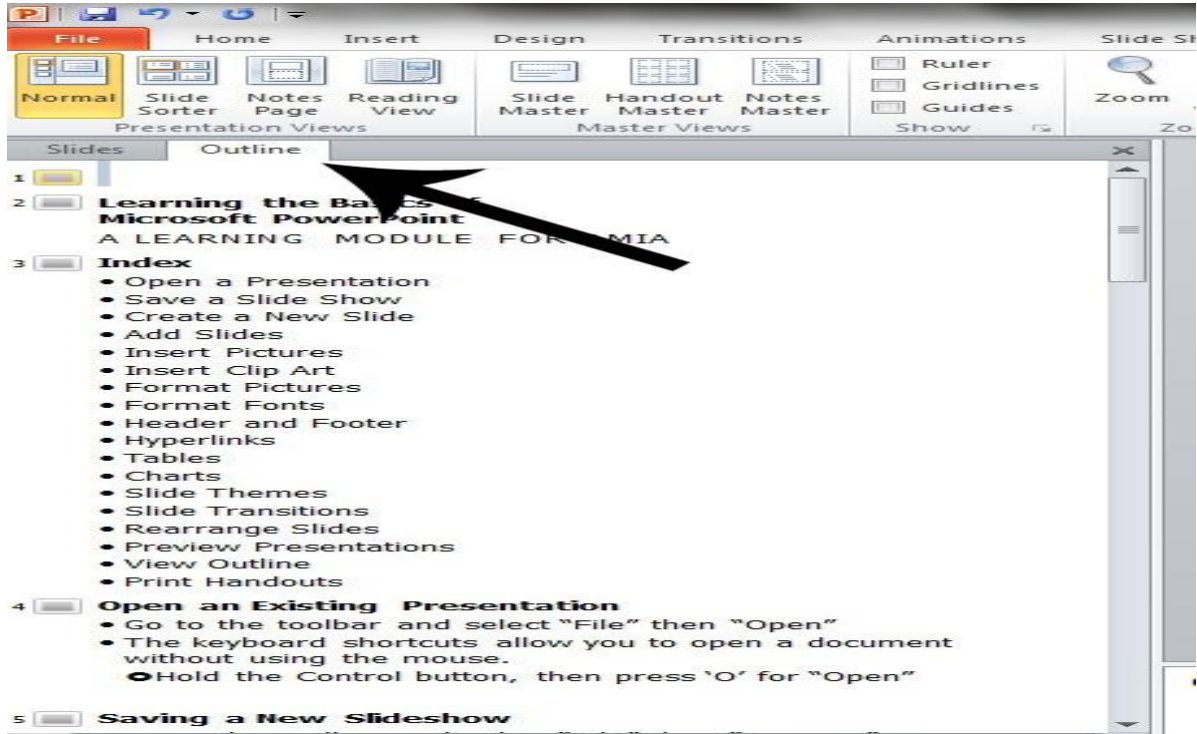


Figure 2.1 30 Slides & Outline

Print Handouts

- Select "File" then select "Print"

A dialog box pop ups that provides you to change the printer and select the number of copies to be printed.

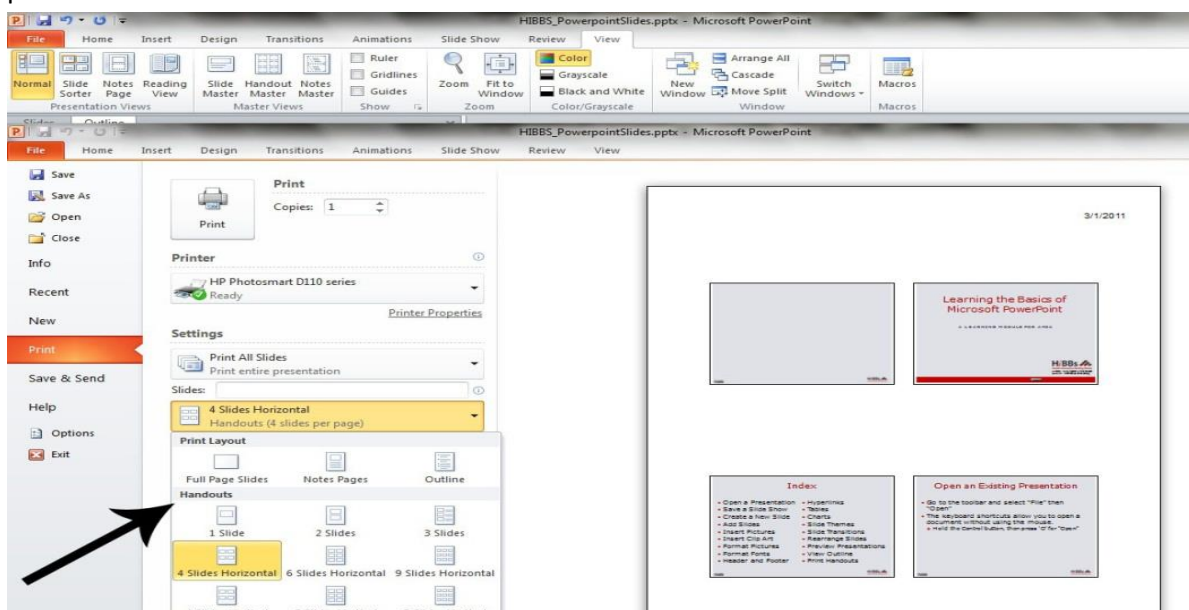


Figure 2.1 31 Printing a Presentation

2.3.2 Creating Advertisement Using MS PowerPoint

Frequently, you need to design a brief, single page promotional flyer advertisement for your business. There is no time to appoint a professional graphic designer to design a multi-fold sales booklet. At that time, you cannot develop any amateur design that will build a poor impact of your brand in front of the users. In such an outlook, turn to the most common and user-friendly instrument to churn out an influential business flyer advertisement- PowerPoint!

Forget mess with constantly to Photoshop or other advanced design software. PowerPoint is not only easy but has all the important, dynamic features required to create an excellent design.

Advantages of Having a Business Flyer Advertisement:

High Readability

Since flyers advertisement are commonly single page designs, the customer can rapidly read the content and understand about company's products or services. Multi-fold brochures, on the other hand, enclose more content and take up a much more time for reading. The single page criteria for a flyer advertisement does not signifies you are constrained to follow it; you can have it printed on both sides if you want.

Cost Effective

Since most flyers advertisement are created and printed on A4 size paper, they are of low-cost in relative to brochures. Further, there is no tough and fast rule of staying to A4 size. You can maintain it as large as you want. Unnecessary to say, you would be going in for full colored printing since a flyer advertisement has to be attention catching. If you use a thick paper for printing to expand its life, that would increase the price too. Regardless of all that, flyers advertisement remains one of the most economical marketing secondary equipment to promote your product or service.

Wide Distribution

Being economical, they can be delivered to any number of customers at a seminar or business show. That enhance your brand awareness in the market.

Easy to Create

You can create a professional flyer advertisement on your own using good old PowerPoint.

Quick Steps to Create Your Company Flyer Advertisement

Choose A Blank Presentation

It's good not to begin with a default PowerPoint template as that might bound your choices. Select the blank presentation design when you start PowerPoint.

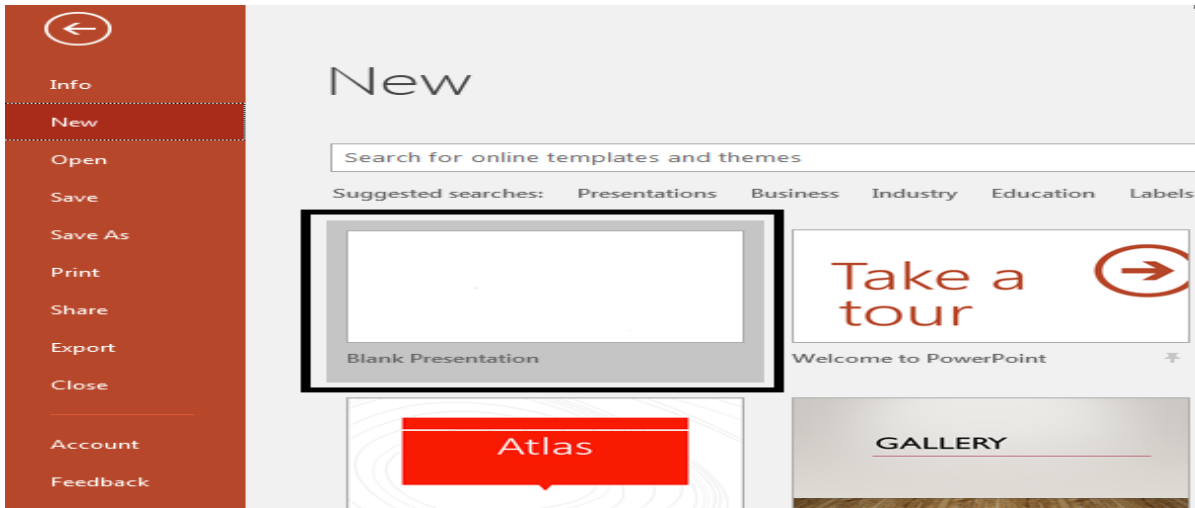


Figure 2.1 32 Choosing a Blank Presentation

Set Up the Slide Dimensions

Always personalize your slide dimensions as per your need first and then start creating. Modifying it later would spell confusion as you would be busy expanding or decreasing the slide components and thereby deform the characteristics.

To personalize the slide dimensions, follow these steps:

- Click the Design tab.
- Select the Slide Size button and open the drop-down menu.
- Click the Custom Slide Size... option.
- Enter Width value as 8.5 in and Height as 11 in (PowerPoint will usually modify the slide adjustment from Landscape to Portrait mode). Or, one can open the "Slides sized for" dropdown menu and select the A4 or Letter size option.

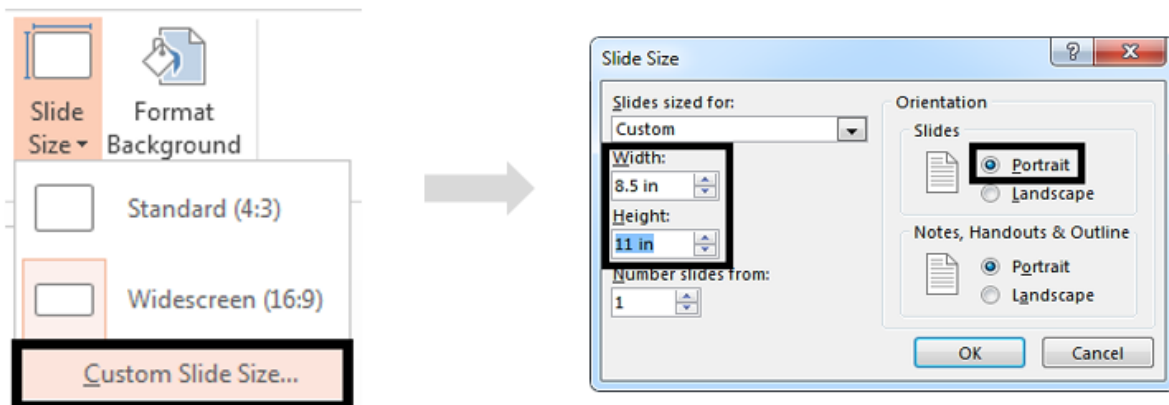


Figure 2.1 33 Setting up Slide Dimensions

Choose A Stunning Image

A flyer advertisement has to be visually impressive so that the audience is desirous to pick it up and read it. That's why, selecting a stunning visual is even more necessary than the text you write. Select a high resolution image so that it is fair on being published. Also, select a visual that directly describes your business industry and function.

Once you have selected the image, add that image in your slide. Select the Insert tab and click the Pictures button to insert the image from your computer into your slide.

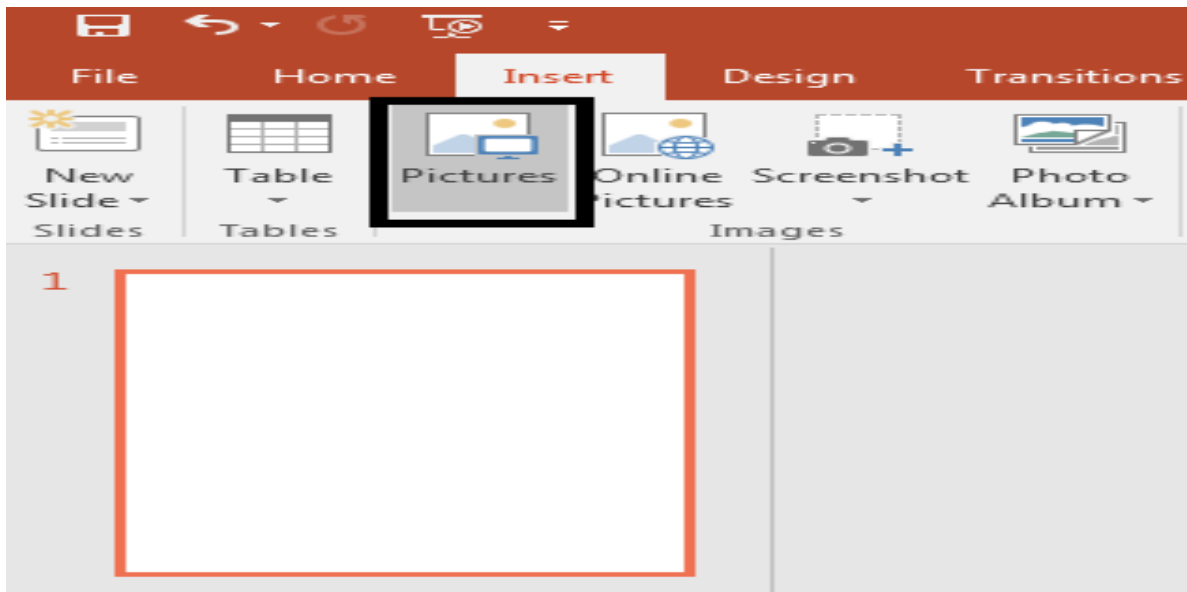


Figure 2.1 34 Choosing an Image

If you have downloaded a high quality, large size image from stock photo website, it will automatically cover an important portion of the slide. Do not expand the image manually as it will deform the quality. If the image covers only a little part of the slide, that means you have to select a higher resolution image.



Figure 2.1 35 Image for Advertisement

Fragment The Image

You can add a transparent box over the image and enter a heading over there. It's best the text stays on white background. So, we disintegrate the image to create space next to it.

Follow these steps to fragment the image:

- Enter the Insert menu and select a shape from the Shapes menu.

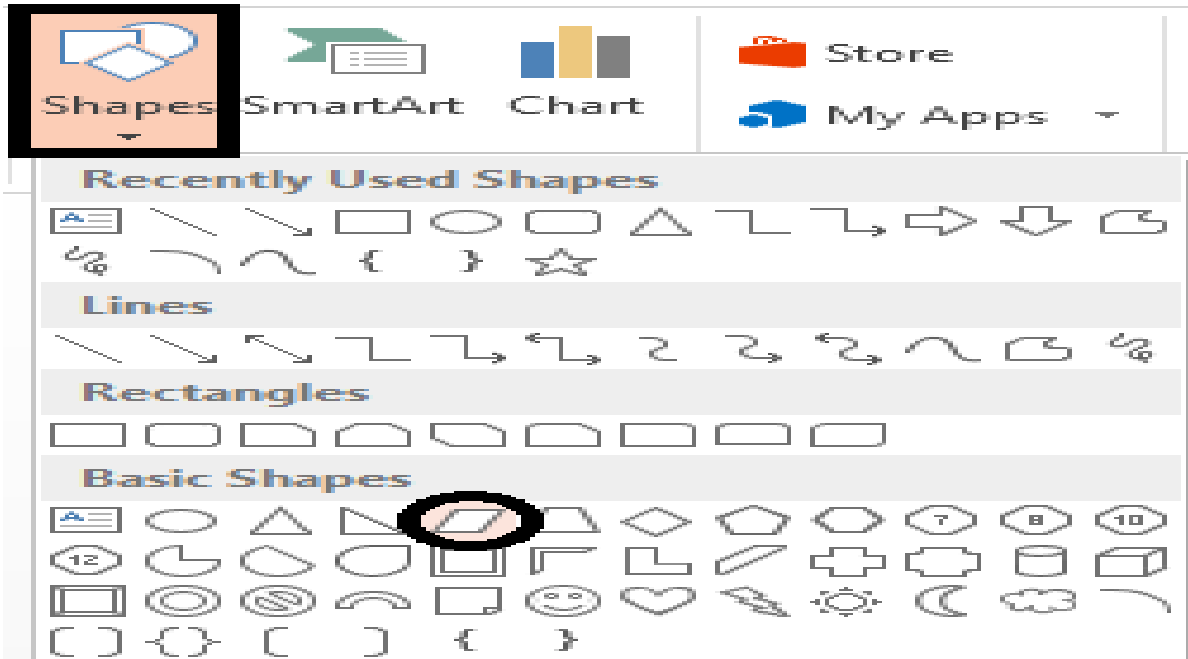


Figure 2.1 36 Choosing a shape

- Drag the parallelogram so it covers small part of the image.
- Drag the yellow handle towards right as we need small fragmentation on the top half and large fragmented area at the bottom.



Figure 2.1 37 Fragmenting the Image

- Now, select the image first, press Ctrl and select the parallelogram too.
- Enter the Drawing Tools Format tab.
- Enter the Merge Shapes menu and select Subtract.

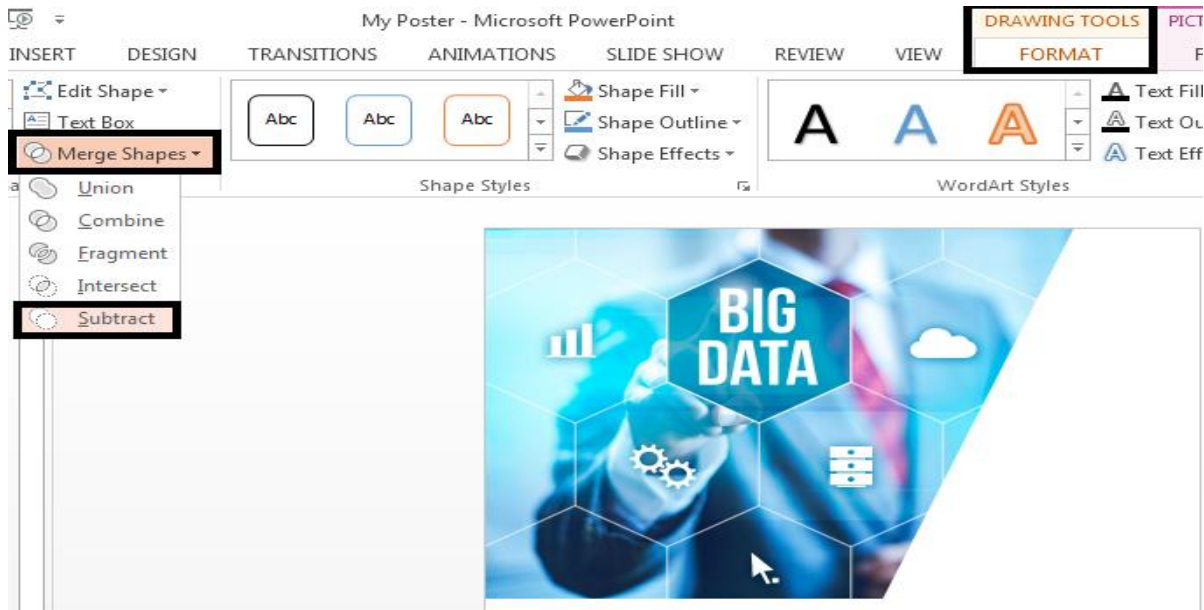


Figure 2.1 38 Merging and Subtracting the Image

You will have a fragmented image like the one above. Now, you have a blank space to enter a heading.

Add Shadow to The Image

A small effect can boost your image and the overall design. The small effect you can add is inserting shadow to the image. It takes just a second to do this-

- Choose the picture and enter the Picture Tools Format tab on the PowerPoint Ribbon.
- Go to the Picture Effects menu.
- Enter Shadow and click Outer Shadow.

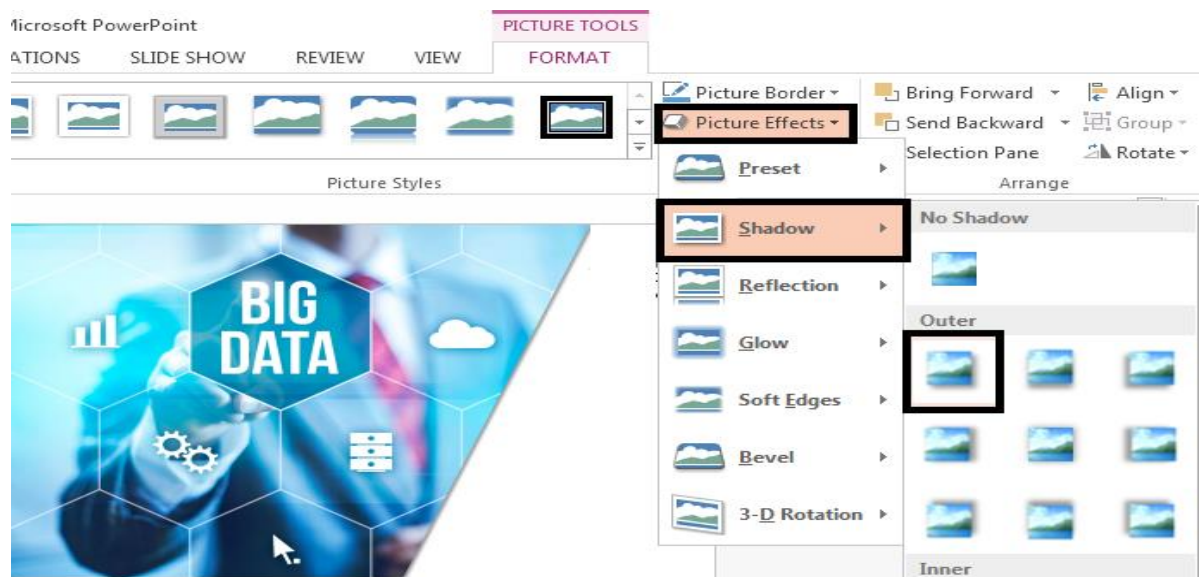


Figure 2.1 39 Adding Shadow to the Image

Add Company Logo

You must need to highlight your brand logo clearly. The top corner right is the right portion to place your logo.



Figure 2.1 40 Adding Company Logo

Insert A Powerful Heading

The upper fold of the flyer advertisement should announce what about your business is and what it does in a split second. That is why, image should be chosen that made the industry and product/service very clear. We also inserted the brand logo in the top half to feature the company's brand signature. Now, a heading is needed to augment what the company does.

We had disintegrated the image to create some space for it, so let's insert it there. Enter the Insert tab and select Text Box to write your content. Create the heading All Caps and Bold to look it impressive. Also, the heading has to be large enough to emerge out.



Figure 2.1 41 Inserting Heading

Add Company Introduction

The first half of the flyer advertisement has, at a brief, impressively disclosed what the company does. You can now expand on your services and effectiveness in the lower half. Let's get began with a small "About Us" section that explain more about your business.

This section is necessary too. So, insert a small box on the left below the image. Enter the Shapes menu again and choose the Rectangle shape this time. Right click on the rectangle and select Format Shape. Give it a light grey solid fill and no outline. Add a text box and write your content.

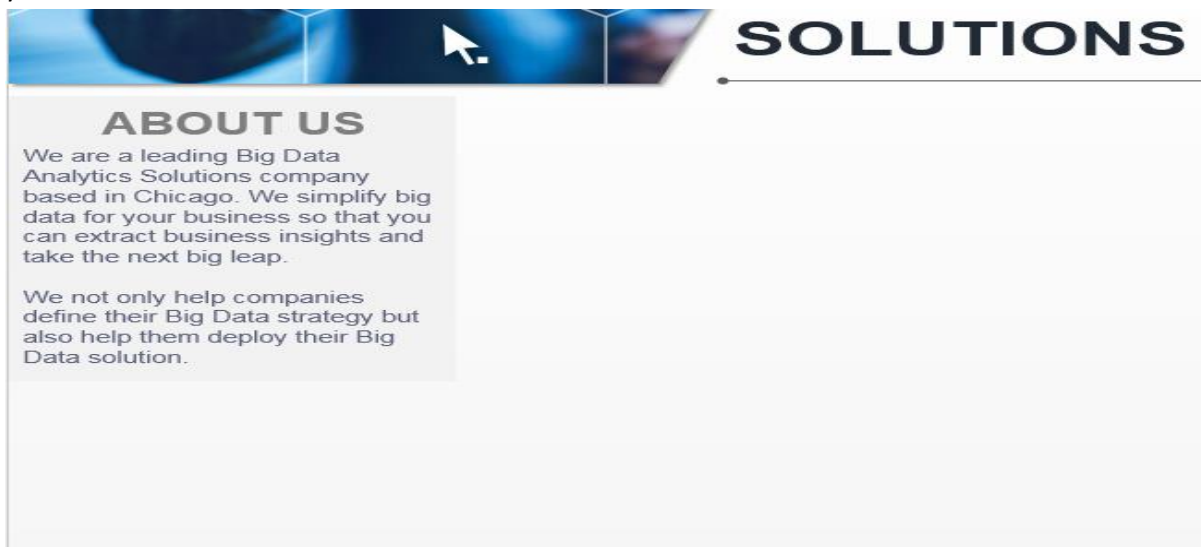


Figure 2.1 42 Adding Company Introduction

Highlight Your Business Services

The next task is to highlight the company's services. To make the texts in order, it is recommended you to add icons next to each service. Write the text as less as possible so that the content is not too large to understand. The whole reading time on flyer have to be 2-3 minutes at maximum.



Figure 2.1 43 Highlighting Company Services

Stress On Your Company USP

A perfect business flyer advertisement should not only give a summary of the company's presentation but why any customer should choose them over their competitors. So, a "Why Choose Us" section below the "About Us" and "Our Services" section has to be added.

There are three essential things to be added here:

- Inserted a thick dark blue rectangular strip to isolate this section from the above one.
- Alternated grey and blue colours to break any continuity.
- Inserted icons for each point to create visual comfort.



Figure 2.1 44 Adding Icons

Place Contact Details in Footer

Last but not the least, you have to insert your contact details so that the users can get in touch with you if he is curious in using your services. Very few customers will do the effort to search your name on Google and find your contact details. Enter your address, email address, and phone number in the slide footer. Insert a rectangular strip behind the text to create the Contact Us section emerge out.

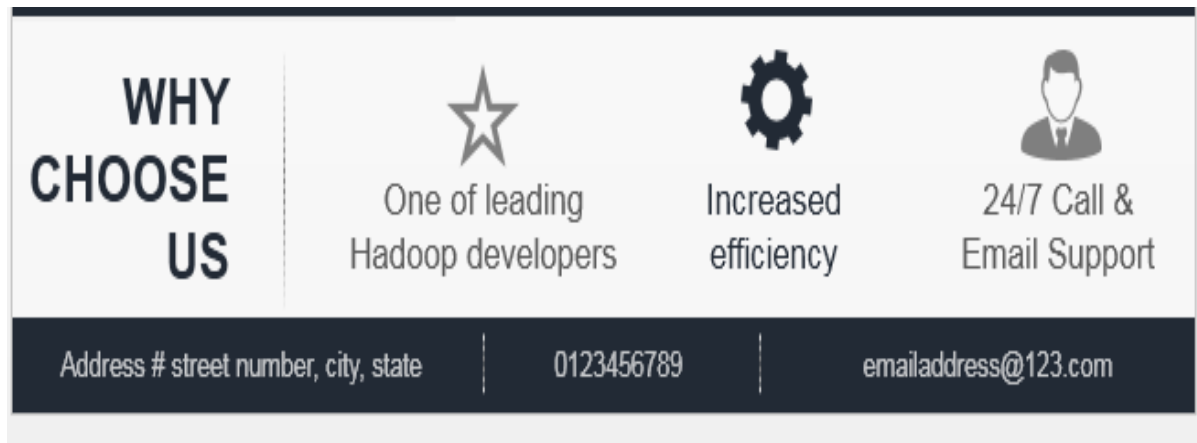


Figure 2.1 45 Adding Contact Section

How Final Poster Looks

So, here is the end of creating a professional business flyer advertisement. Save it as a PDF, take a printout and deliver it to your customers.



Figure 2.1 46 Final Poster Look

If you do not know it already, here's how you save your PowerPoint flyer advertisement as PDF:

- Click File.
- Click the Save As option.
- Choose the location for keeping the file.
- Give the file name that you want.
- Open the Save as type drop-down menu and select the PDF option.
- Click the Save button.

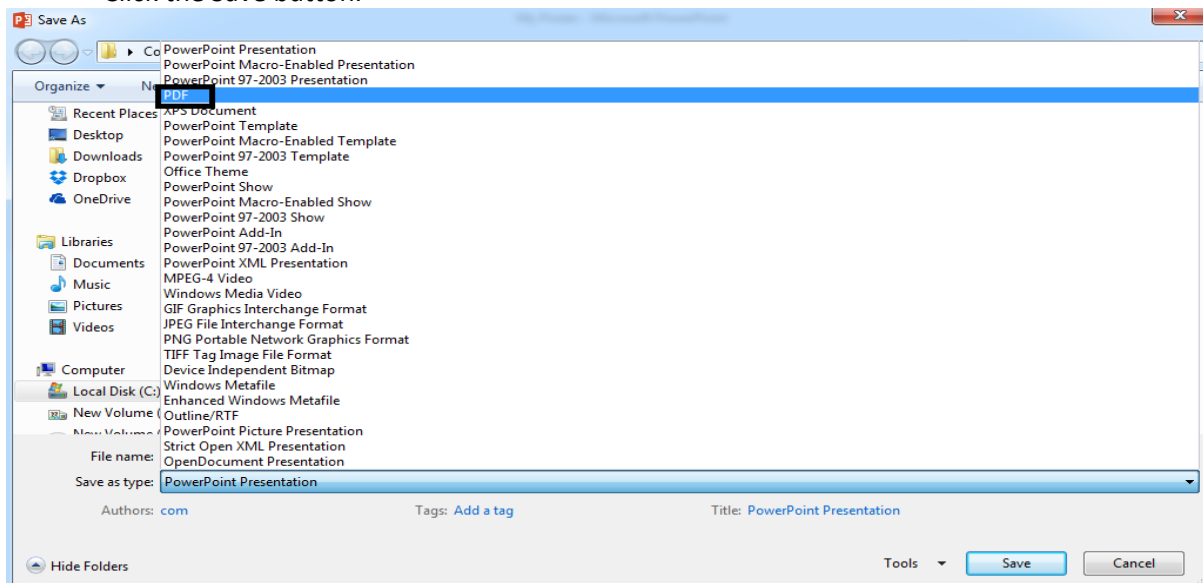


Figure 2.1 47 Saving File as PDF

Exercise



1. Define Microsoft PowerPoint.

2. How can you insert Hyperlink in Microsoft PowerPoint?

3. What are the advantages of flyer advertisement?

4. How can you customize the slide dimension? Write each step.



3. Managing Advertisement Sales Clients



Unit 3.1 – Identifying Clients' Advertisement Needs

Unit 3.2 – Creating Advertisement Proposal



Key Learning Outcomes



At the end of this module, you will be able to:

- Identify potential clients and build a client base through personal networks, and through primary and secondary research.
- Understand the client's need to advertise in a particular market.
- Analyze the types of resources available in a particular market.
- Market the credibility and track record of your organization to potential clients, and sell them the benefits of advertising through it.
- Archive information about clients that may be beneficial in strengthening relationships with them in the future.

UNIT 3.1: Identifying Clients' Advertisement Needs

Unit Objectives

At the end of this unit, you will be able to:

- Identify potential clients and build a client base through personal networks, and through primary and secondary research.
- Understand the client's need to advertise in a particular market.
- Analyze the types resources available in a particular market.
- Market the credibility and track record of your organization to potential clients, and sell them the benefits of advertising through it.

3.1.1 Customer's Needs in Advertising

The Advertising Industry is regularly developing, and that's specifically true of digital channels. And while maintaining up with new trends can be challenging, it's more than worth the effort. Remaining on top of what's happening in the industry is the best way to keep up with your challengers and recognize new plans that will move you nearer to your marketing goals.

Keep reading for the up-to-date information you require on PPC advertising, social media, mobile advertising, email marketing, video advertising, and what's on the scope for the marketing industry.

PPC Advertising Statistics

Google and Facebook still hold the largest share of total digital ad spend

It should come as no curiosity to professional digital marketers that the most of online advertising budget go to Google and Facebook.

% of total digital ad spending

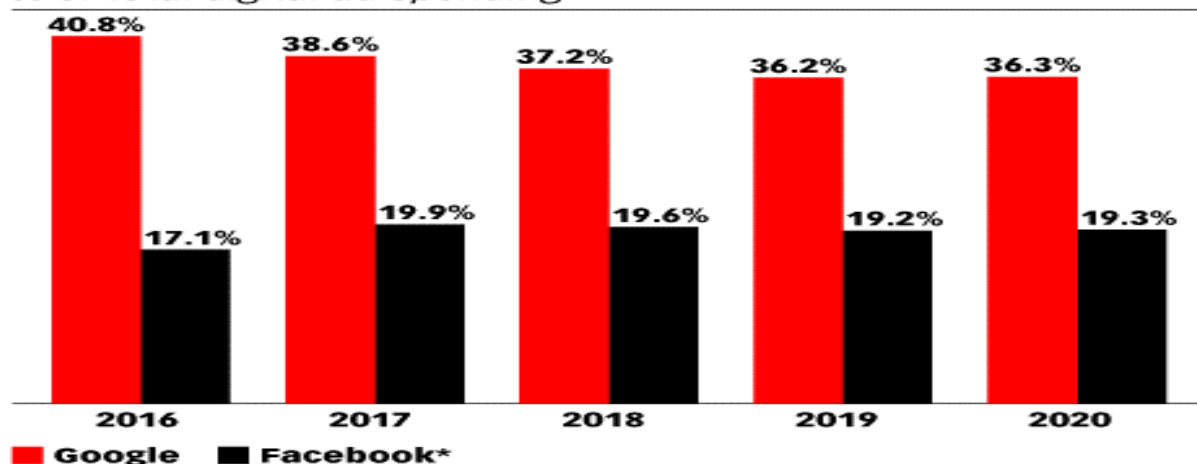


Figure 3.1 1 PPC Advertising Statistics

That said, both of their contribution are projected to reduce a little over the next few years as advertising options on other platforms like Amazon and Snapchat increase in popularity.

Businesses make an average of \$2 in profit for every \$1 they invest on Google Ads

If you're doubtful of whether Google Ads (formerly known as Google AdWords) has the ability to produce profit for your business, you'll be pleased to hear that businesses normally make double their investment on the platform.

And if you're already running Google Ads campaigns, but not seeing these types of outcome, this could be a sign that your strategy is in need of some modifications.

The average click-through rate (CTR) in Google Ads across all industries is 3.17% for the search network and 0.46% on the display network

Determining your success on any advertising platform can be challenging without actual criteria, which is why it can be beneficial to know the average CTR of other marketers' campaigns.

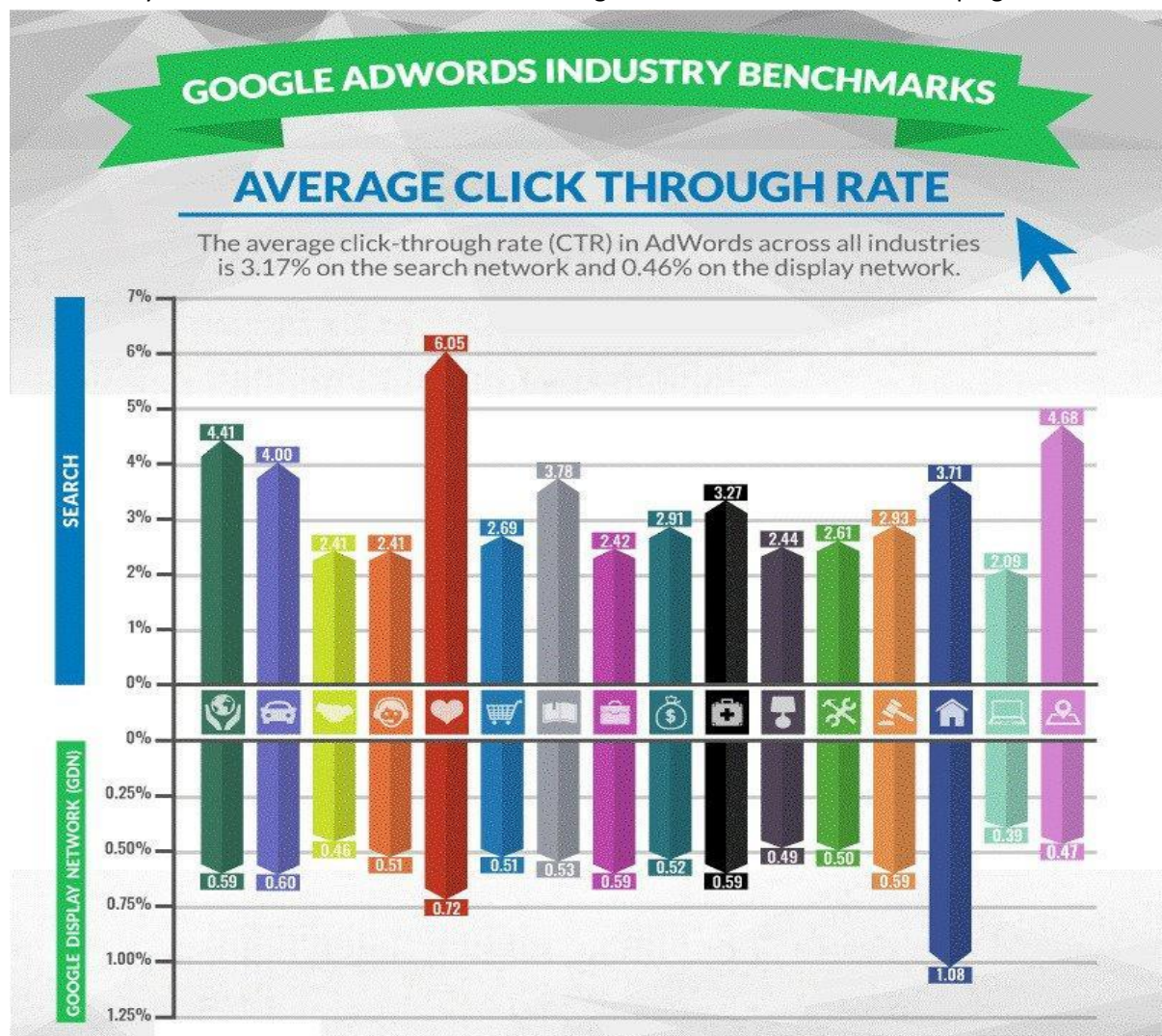


Figure 3.1 2 Average CTR Statistics

It's also worth measuring that the average conversion rate for Google Ads clicks is 3.75% for search and 0.77% for display.

The average cost per click (CPC) in Google Ads across all industries is \$2.69 on the search network and \$0.63 on the display network

Another criteria to keep an eye on with any PPC campaign is the cost per click or CPC.

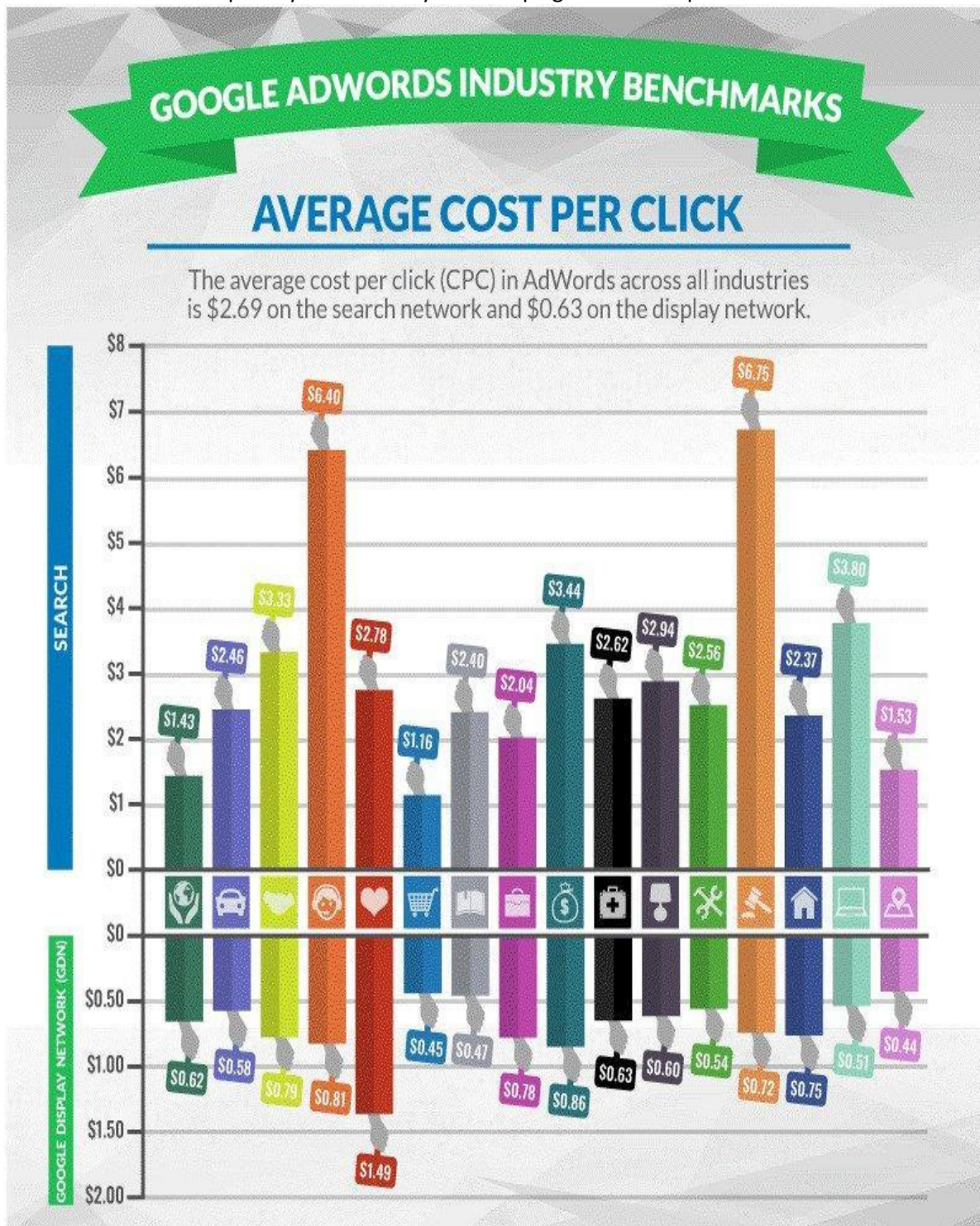


Figure 3.1 3 Average CPC Statistics

Within the Google Ads platform, the average CPC is over \$2 higher for ads in the search results than for those run on the display network.

Social Media Statistics

Social media platforms capture 33% of the time users spend online

Productive digital marketing needs approaching your customer where they already spend time online.

Social Media as a Share of Online Time

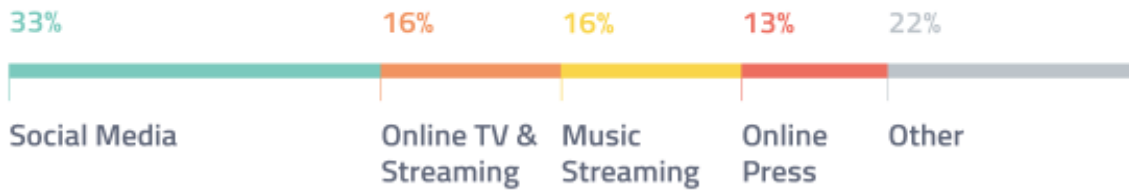


Figure 3.1 4 Social Media Statistics

And recognizing that today's internet users expend a third of their time on social media, this is a channel most businesses can take advantage along with their strategies.

4 in 10 internet users say they follow their favorite brands on social media

Recognizing that 40% of internet users follow brands on social media, these platforms are common preference for increasing customer faith. Apart from that, 1 in 4 internet audience also observe brands from which they're considering to buy — meaning that even if they aren't customers yet, the content you share with your followers could be the measuring aspect in whether they convert.

37% of online shoppers say they use social media for purchase inspiration

Over one-third of online shoppers use social media to "find inspiration" for a purchase.

Online Media Used for Purchase Inspiration

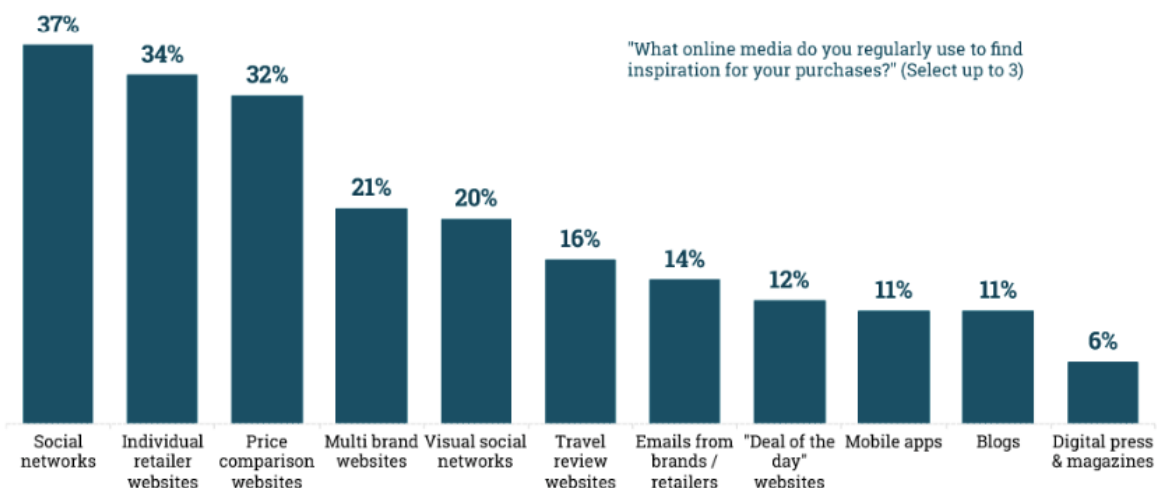


Figure 3.1 5 Social Media Marketing Chart

This is higher than any other type of online media, containing retailer websites, price estimation websites, and multi-brand websites.

96% of B2C marketers say that Facebook is a valuable marketing platform

Facebook is still the platform of opportunity for the most of B2C marketers.

The Value of Social Media Platforms: B2C vs. B2B

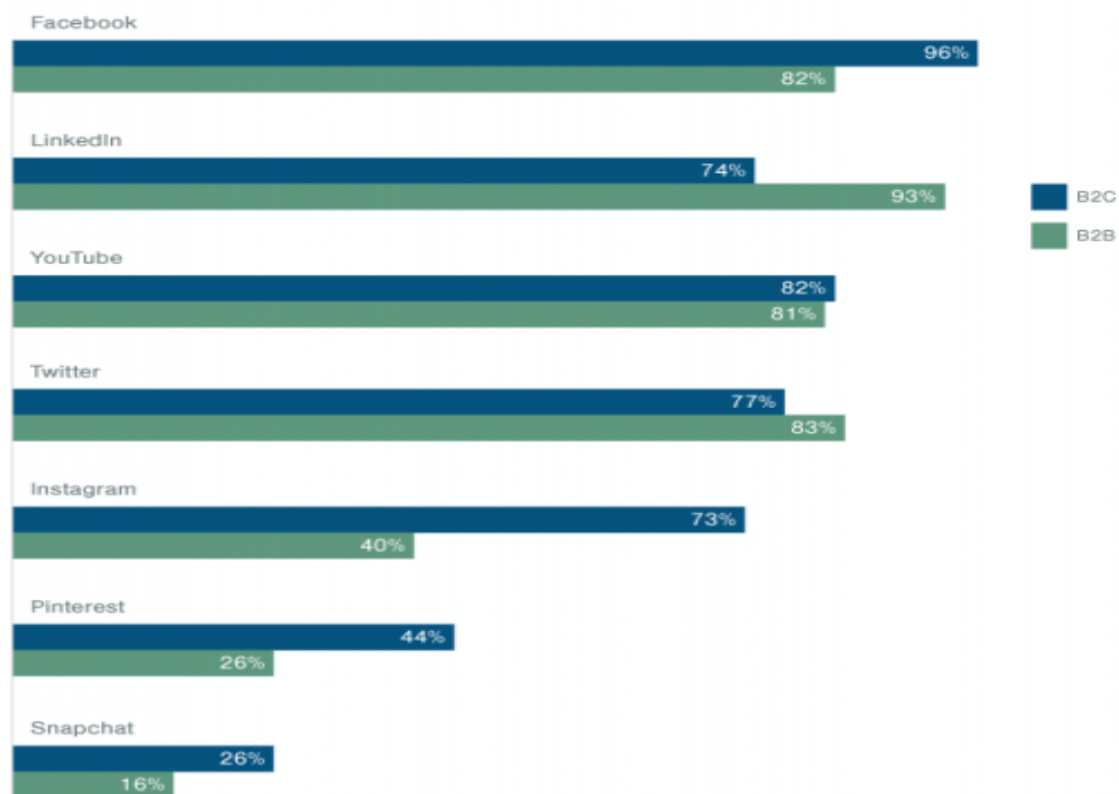


Figure 3.1 6 Social Media Platform for Marketing

Among B2B marketers, though, LinkedIn has a low boundary line, with 93% believing it as the most beneficial platform for their business.

The average session duration on Reddit is 4.83 minutes.

Although many advertisers ignore Reddit, its visitors spend more time per visit than visitors on Facebook (4.81 minutes), Instagram (3.05 minutes), Twitter (2.76 minutes), and Snapchat (1.79 minutes). And while successfully marketing on the platform needs a strong information of its audience.

Mobile Advertising Statistics

69% of digital media time is spent on mobile devices

Mobile advertising has become progressively beneficial over the past few years.

And recognizing that internet users now spend over two-thirds of their digital media time on smartphones and other gadgets, it's not probable that it's going to decrease anytime soon.

The average mobile PPC ad click-through rate (CTR) drops 45% between positions one and two

It's not important to mention that the more a result or ad is on a results page, the more its average CTR — but a 45% drop between the first and second ads is important.

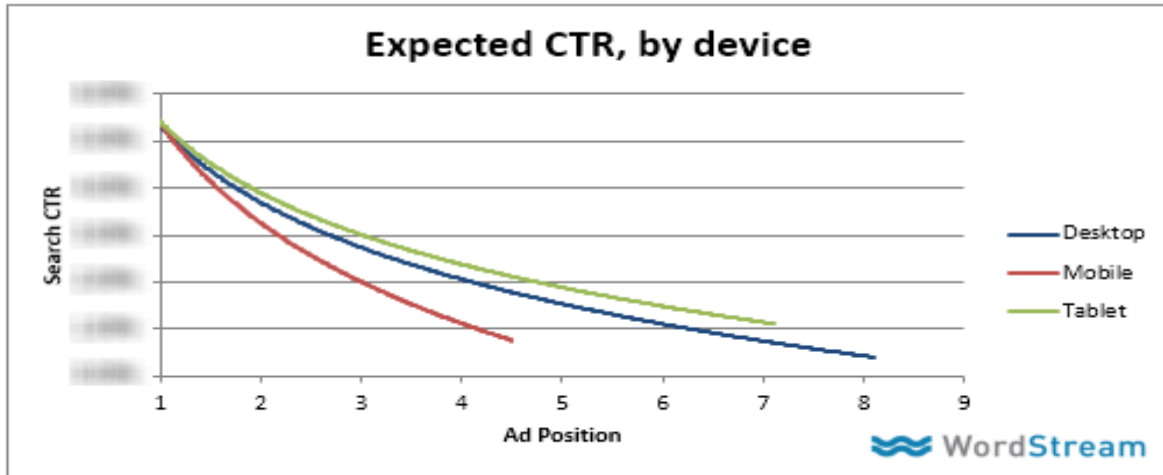


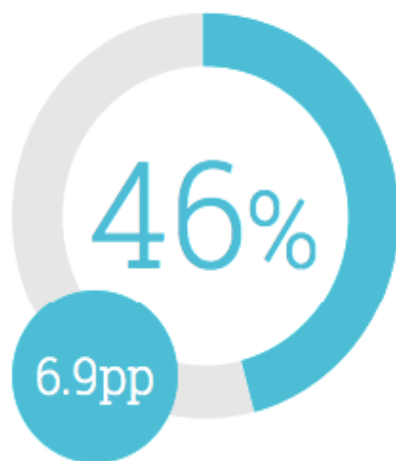
Figure 3.1 7 Average PPC and CTR Statistics

This is much more impressive than the drop on desktop computers and tablets, and important to keep in mind if you're advancing campaigns for mobile gadgets.

Appearing in mobile search ad results can boost brand visibility by 46%

Making your target customer aware of your brand is a necessary step in the sales procedure and one that mobile search ads can help with.

Your presence can drive brand awareness goals



Studies have shown that you can increase unaided brand awareness by 6.9 percentage points—or by 46%—simply by showing up in mobile search ad results.¹⁴

Figure 3.1 8 Mobile Search Statistics

In fact, 51% of smartphone users have established a new company or product when searching on their smartphones.

82% of smartphone users consult their phones while in a store

Mobile devices are becoming increasingly harmonized into customers' daily lives. Customers now not only use them to find outlets in which they can make a purchase but also to constantly exploring their preference once they've reached at a store.

84% of users between the ages of 18 and 29 are most possibly to use a mobile gadget when shopping online.

Young online consumers now intensely choose to browse and make a purchase on mobile gadgets rather than computer system. Customers in the 18 to 29 age group lead this trend but are approximately followed by 78% of customers in the 30 to 44 age bracket.

Email Marketing Statistics

Traffic from email marketing campaigns has an average conversion rate of 4.29%

Although it's now one of the earliest mode of digital marketing, email still possess a powerful conversion rate.

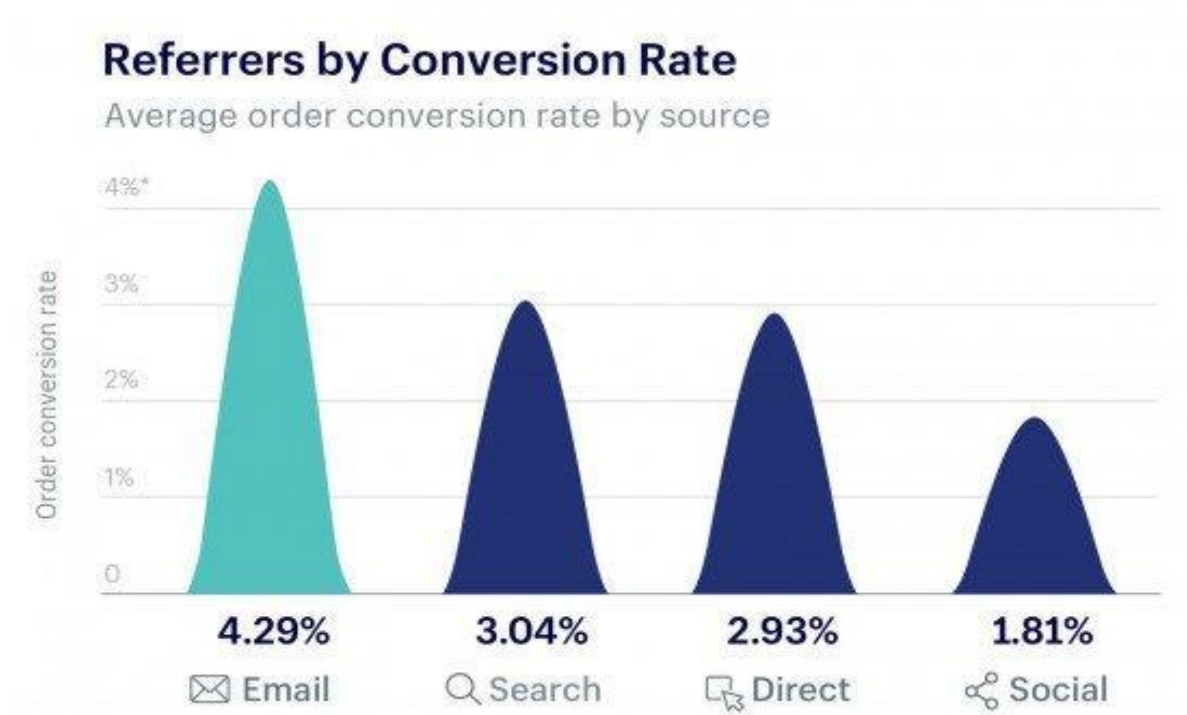


Figure 3.1 9 E-Mail Marketing Statistics

This is more than the averages for traffic from search, direct, and social media.

Gmail ads with an open rate around 2% have a CPC of roughly \$1 That drops to less than 20 cents for ads with an open rate above 25%

Gmail ads are still a comparatively new option, and some marketers compete to measure their success due to the shortage of a Quality Score metric. But as the statistic above determines, it's sure that the higher your open rates, the less you'll pay for each click — so if you're searching to boost your campaigns on the platform, you'll require to boost your audience targeting and increase your subject lines for clicks.

Revenue from email campaigns made up an average of 21% of companies' overall revenue, up from 17%

Even as more new channels established, profit from email campaigns remains to make up an important part of digital marketing revenue.

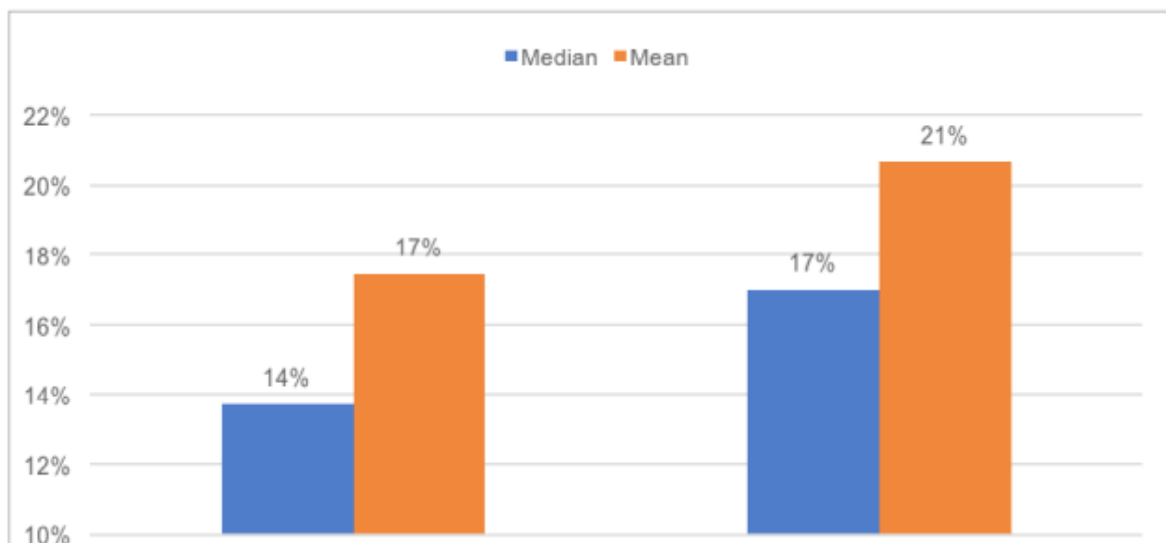


Figure 3.1 10 Revenue from E-Mail Marketing

65% of marketers believe that dynamic content in email marketing is effective

When asked to rate the performance of customization strategies, marketers announced that effective content was the best for their businesses.

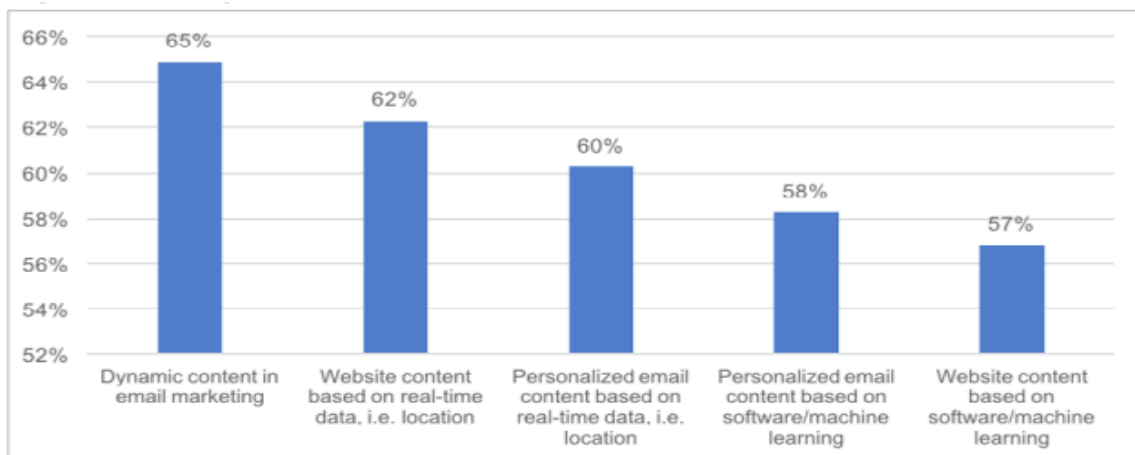


Figure 3.1 11 E-Mail Marketing Analysis

In the same survey, 60% of marketers said customized email content based on actual-time data is efficient, and 58% said the same of customized email content based on software and machine learning.

Open rates are 14.31% more in segmented campaigns than in non-segmented campaigns

Segmentation is a well-known strategy among email marketers, and for better results. A research found that segmented campaigns attain more open rates, more clicks, lesser unsubscription rates, and fewer bounces.

73% of email marketers are prioritizing optimizing email for mobile devices

Given the priority of assisting to mobile users, it makes sense that the mostly email marketers are now making this their top preference for improving campaigns.

Video Advertising Statistics

64% of consumers say that watching a video on Facebook influenced them to make a purchase

When marketers first include video into their strategies, it was widely seen as a method to drive engagement. And while it can absolutely be efficient for this target, it also shows clear possibility to create sales and other high-effect conversions.

Video ad completion rates have steadily increased over the past few years

As marketers achieve more experience with video, they've also become more skilled in making videos that maintain audience attention.

Video Ad Viewable Completion Rates

(% of viewable impressions that were played all the way through)

marketing
charts

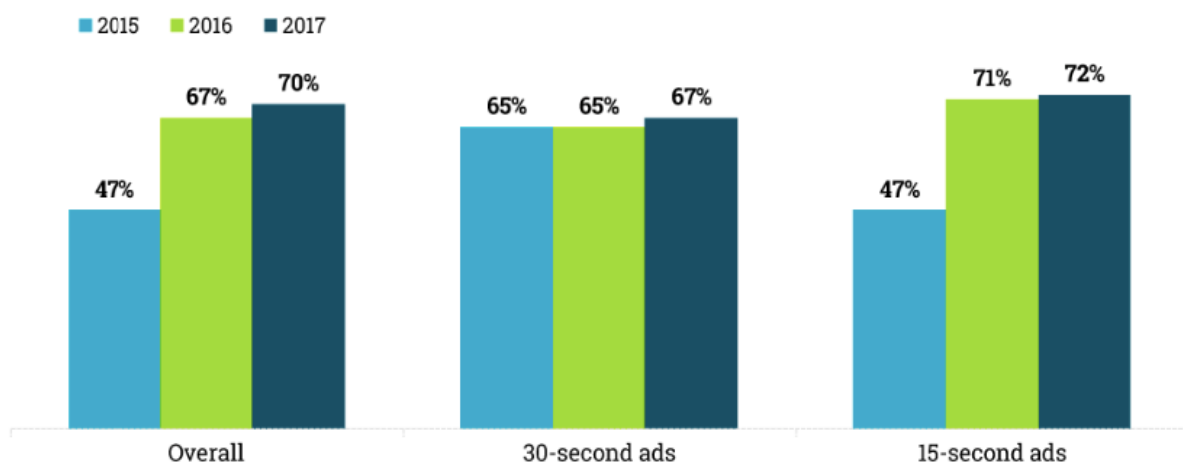


Figure 3.1 12 Video Ads Completion Rates

As of 2017, overall completion rates were up to 70% — an extreme development from the 47% average just two years before.

The average video CTR increased slightly in 2017, up to 0.45% from 0.35% in 2016

As customers become more comfortable with video, more of them are clicking to understand more about the content they see.

Click-Through Rate (CTR) / Engagement

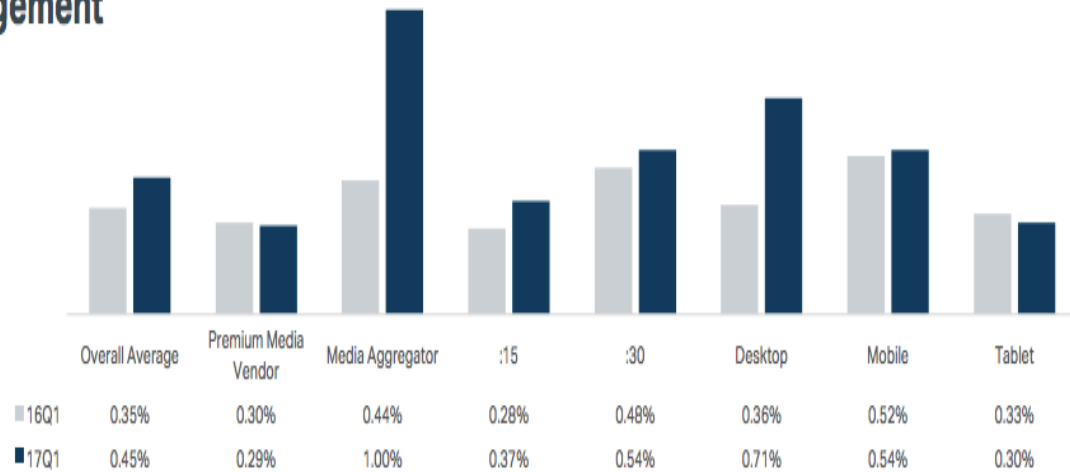


Figure 3.1 13 Average Video CTR

The biggest jump in video CTR was among desktop users, while CTR on tablets somewhat reduced.

Consumer Advertising Preferences

73% of consumers dislike pop-up ads

As an internet user, you're probably among the majority that dislikes pop-up ads. In fact, 81% of users have exited a browser or a webpage because of one — determining that if you use them as part of your advertising technique, it's essential to be aware of harming the browsing experience.

72% of audience want brands to share discounts and sales on social media

When asked from the audience what they want from the brands they follow to post on social media, the most of customers said discounts or sales. Inappropriately, only 18% of marketers post these on a daily basis, determining there's a disengagement between what customers need and what brands are distributing.

86% of consumers would like to receive promotional emails at least monthly

Frequency is a challenging component to get right with email marketing. The most of customers want to gain promotions at least once per month, but only 15% would like to receive them regularly.

Social Media Content: What Marketers Post vs. What Consumers Want

marketing
charts

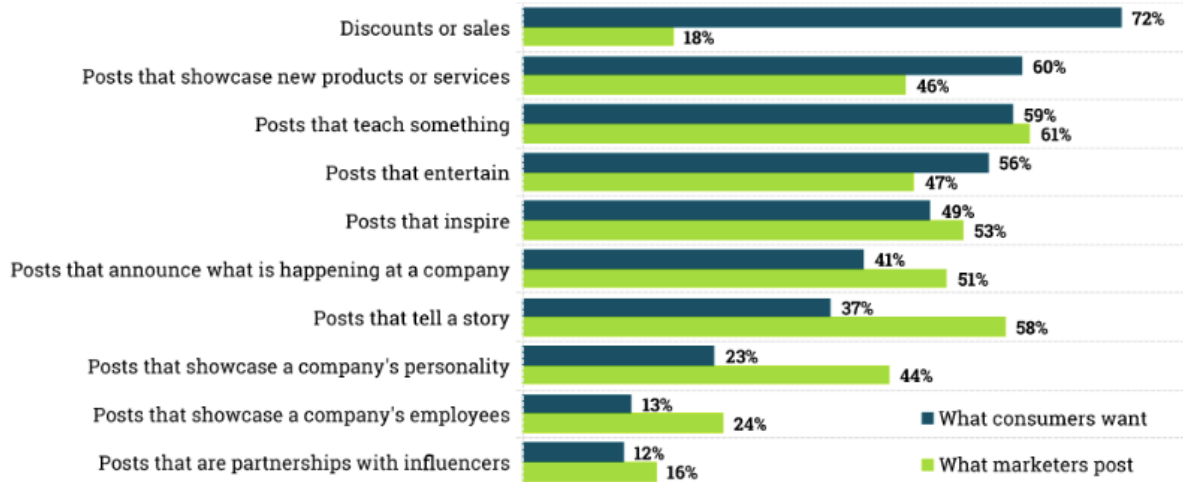


Figure 3.1 14 Social Media Marketing Chart

On the other side, 58% of marketers say they share posts that “tell a story” — but only 37% of customers want this type of content.

The Future of Advertising

57% of marketers believe that influencer marketing will be integrated into all marketing activities in three years

Influencer marketing has regularly develop in demand over the past few years, and that growth is proposed to continue over the next three years.-



Figure 3.1 15 Influencer Marketing Chart

In one survey, 57% of marketers said that influencer marketing will be included in all marketing projects, and 47% proposed it to become a cross-functional development that will increase beyond marketing.

Internationally investing on augmented reality (AR) advertising reached almost \$13 billion in 2017

While many marketers targeted their attention on the possible uses of virtual reality (VR) over the past few years, that attention has now moved to augmented reality (AR).

GLOBAL SPENDING ON AUGMENTED REALITY ADVERTISING

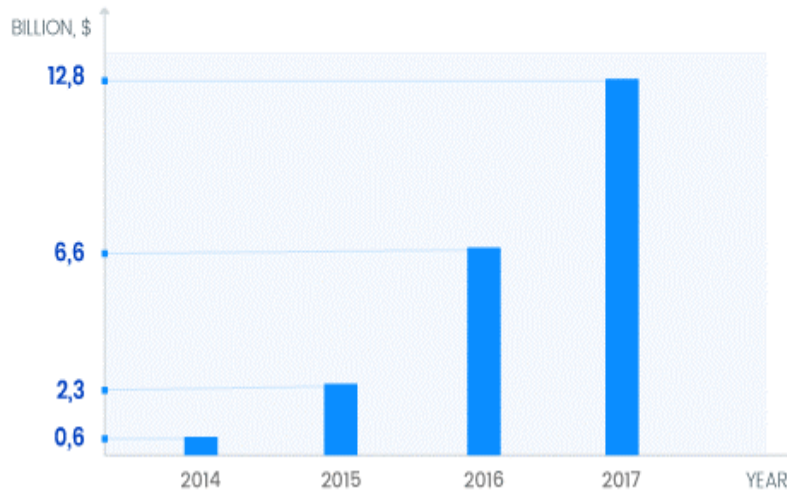


Figure 3.1 16 Google Advertising Spends

Overall spending on AR nearly doubled in 2017, and that number is projected to continue increasing. And recognizing that AR company believes that brands have seen 30% more engagement rates with their advertisements, it's no surprise that many are switching their attention toward augmented reality as the next big trend in digital marketing.

Conclusion

The digital advertising industry now transforms so quickly that it can be competitive to sustain, but the data above should give you a solid opinion of what's going on with the most significant channels.

Exercise



1. Which two social platforms hold the largest share of digital advertising?

2. Which social platform is most valuable for business?

3. Write the statistics of different advertising platforms.

4. Which service of google allow you to display advertisement on social media platforms?

5. What are the consumer advertising preferences?

UNIT 3.2: Creating Advertisement Proposal

Unit Objectives

At the end of this unit, you will be able to:

- Understand the client's need to advertise in a particular market.
- Analyze the types resources available in a particular market.
- Market the credibility and track record of your organization to potential clients, and sell them the benefits of advertising through it.
- Archive information about clients that may be beneficial in strengthening relationships with them in the future.

3.2.1 Introduction to Advertisement Proposal

Advertising has long been the soul of marketing industry growth. Advertising campaigns have builds prominent culture, and introduced brands into the public eye. The greatest campaigns are commemorating long after they've completed their run.

To expand your brand, you require productive advertising. To simply advertise ads isn't adequate, you need to design campaigns that speak directly to your target audience, campaigns that inspire and motivate them.

Situation Analysis

[Client Company] is a developing company in the challenging [Client Industry] industry. While [Client Company] has had some success achieving new business to date, customer profit remains an important responsibility for long-term success. In order to achieve your development targets for the coming year, you'll require to set up a strategic advertising methods that influence multiple advertising mediums in unison to create brand awareness and develop lead generation.

On the following pages of this advertising services proposal, you'll find details consist of:

- The particular campaigns we suggest
- Combine campaign costs
- Reporting standards
- Projected outcome of each campaign

Please mention that the cost of your monthly products is listed at the end of the proposal. The campaign costs in each campaign's section are the primary start-up costs for that campaign.

Content Marketing

While content marketing is not an advertising campaign in the traditional understanding, it is found that a well-designed content production strategy immensely increases the performance of all of a brand's advertising campaigns.

It proposes that [Sender. Company]'s marketing team implement a content strategy that targets on regular blog posts and organized content to be used across all advertising channels.

To make that happen, the following things have to do:

- Execute keyword research, to recognize what topics will produce organic interest.
- Execute a user case study to learn the important challenges and goals of your target audience.
- Build a 6-month article calendar.

Reporting

Accurate monthly reports to every advertising services client has been distributed. The content section of your monthly report will consist of the following:

- Content items generated
- Organic traffic to content
- Social traffic to content
- Lead credited per content item
- New revenue credit per content item

These metrics will help you learn how content creation and promotion is influencing your brand awareness and revenue growth.

Initial Campaign Costs

INITIAL CAMPAIGN COSTS

Name	Price	QTY	Subtotal
Content Topic Research One-time fee	\$499.00	1	\$499.00
User Case Study One-time fee	\$999.00	1	\$999.00
		Subtotal	\$1498.00
		Total	\$1498.00

Figure 3.2 1 Initial Campaign Cost

Expected Outcome

- Increased organic traffic to [Client. Company] website
- Increased traffic to [Client. Company] website from social media
- 30% increase in inbound lead production

Search Engine Advertising

Search engine advertising (SEM) takes you directly in front of your customer at the right time- when they're actively looking for answers to the problems your organization resolves.

Here is an introduction to create a set of targeted SEM campaigns that target your audience at different stages of their purchasing journeys. This will assure that your brand remains front and centre as your target audience searches their requirements and decides on how to best achieve their targets. To do so, the following things have to do:

- Execute keyword analysis, to discover which search terms are suitable for [Client Company]'s campaigns
- Generate ads for each SEM campaign
- Develop landing pages for each campaign

Reporting

Accurate monthly reports to every advertising services client has been distributed. The social media section of your monthly report will consist of the following:

- Audience growth month-over-month
- Website traffic from social media
- New leads generated from social media
- New sales generated from social media

These metrics will help you learn how social media is developing your brand's visibility and authority while also driving lead generation and sales growth.

Initial Campaign Costs

INITIAL CAMPAIGN COSTS

Name	Price	QTY	Subtotal
User Case Study <i>Included in Content Marketing Case Study</i>	\$0.00	1	\$0.00
Ad Creation & Campaign Setup <i>One-time fee</i>	\$199.00	1	\$199.00
Landing Page Development <i>One-time fee</i>	\$749.00	1	\$749.00
		Subtotal	\$948.00
		Total	\$948.00

Figure 3.2 2 Initial Campaign Cost

Expected Results

- 25% monthly growth in social media audiences
- 15,000 impressions per month
- 150 leads generation per month
- 60 sales generation per month

Monthly Recurring Fees

MONTHLY RECURRING FEES

Name	Price	QTY	Subtotal
Monthly Retainer Cost for monthly production, optimization, & reporting	\$4999.00	12	\$59988.00
		Subtotal	\$59988.00
		Total	\$59988.00

Figure 3.2 3 Monthly Recurring Fees

Our Past Projects

There is the team behind every successful advertising method. Here, you'll find examples of some work, along with proof from the existing clients.

Project 1 Name

/Project 1 Description/

- Project 1 Result 1
- Project 1 Result 2
- Project 1 Result 3



/Testimonial 1 Text/
Client Name, Client Company



/Testimonial 2 Text/
Client Name, Client Company

Figure 3.2 4 Project 1 Name

Project 2 Name

/Project 2 Description/

- Project 2 Result 1
- Project 2 Result 2
- Project 2 Result 3



Figure 3.2 5 Project 2 Name

Terms and Agreement

The terms of this agreement may be modified upon the judgement and approval of both [Sender First Name] [Sender Last Name] and [Client First Name] [Client Last Name].

Signature of both parties signifies the approval of this proposal and access into a contractual agreement by both parties.

Terms of Service

This Advertising Services Contract (this “Agreement” or this “Advertising Services Contract”), adequate as of [Effective date], (“Effective Date”) is made by and between [Client Company], a company established and existing in [Client Location], with offices located at [Client Address] (“Company”) and [Sender Company], a company established and existing in [Sender Location], with offices located at [Sender Address] (“Provider”). Whereas, Company wants to recognize [Sender Company] to offer advertising services as more precisely set forth in the foregoing pages; and whereas, Provider agrees to execute the services set forth in this Agreement.

Now therefore, in application of the preceding recitals and the terms, guidelines and covenants associated herein, it is hereby agreed as follows:

Engagement

Company hereby appoints Provider and Provider agrees to contribute at the request of Company, advertising services (“Services”) as proposed in the foregoing proposal document and other statements of work which may be added hereto by way of improvement to this Agreement (“Statement of Work”), all of which are included herein and form a part hereof. Services shall be generated by the organization’s disclosure of purchase orders that included in this Agreement by reference and / or presentation of work that included in this Agreement by reference or are otherwise added to this Agreement by way of modification. Provider shall offer the Services in an attentive and professional method and in no event later than any organized completion dates proposed in the Statement of Work or the terms of any purchase order. Time is significant for this Agreement and any purchase orders and / or statements of work provide hereunder.

Term

The term of this Agreement shall initiate on the Effective Date and continue until [Effective date], unless otherwise customize by mutual, written agreement of the parties or adjourned as proposed herein.

Compensation & Payment

As proposal for the Services, and upon the deposition of monthly invoices, within the payment terms specified herein, the Company shall pay Provider at the rates or in agreement with the milestone payment schedule proposed on purchase order(s) issued by Company or in the Statement of Work, for such Services as are actually delivered by Provider and accepted by the Company. In no event, however, shall Provider execute, or receive compensation for:

- Additional services not proposed in the Statement of Work without an orderly, mutual modification to the Statement of Work including such additional services.
- Services containing emergency payments restricted by any applicable rules or regulation or by the Company's contract.
- Services delivered that result in invoicing to the organization that are in surplus of [Agreement NTE] which is the total maximum value or not-to-surpass (NTE) value for this Agreement.

If purposely provided for in the presentation of Work and purposely not included in the firm-fixed-price that may be created in the presentation of Work, Company shall compensate Provider for reasonable and essential out-of-pocket travel and various expenses relating to this Agreement, which are incurred at the direction of, and upon the prior written approval of, the Company. Such equitable travel expenses include air/rail travel, taxis, auto rentals, meals, and residing, provided that such compensation will not be in surplus of that allowed by the paragraph above, and provided that no compensation shall be made for Provider's commuting to facilities within a fifty-mile radius of Provider's home or place of business. Travel must be approved by Company preceding to any expected reimbursable travel.

Independent Contractor

Provider and Company shall at all times be considered to be independent contractors and nothing herein shall be explained to create or mention that there exists between the parties a partnership, mutual deal or other combined business organization. Provider shall hold no authorization, implied or express, to obligate, or make presentations on account of Company and shall make no presentation to others. Nothing herein is determined nor shall be explained for any purpose as building the relation of employer and employee or dealer and administrator between the parties. Otherwise, Provider maintains the right to direct, control or manage the details and information by which the consulting Services are provided. Provider's employees shall not be qualified for, or to take part in, any insurance, pension, workers' allowance insurance, profit sharing or other plans created for the profit of Company employees.

Audit

Provider shall maintain all documents, records, books and other evidence relating to its Services and invoices made under this Agreement ("the Records"). The data shall be subject to analysis and audit by Company and the Government (if important) at all reasonable times and upon reasonable notice for a time span of three (3) years after final payment under this Agreement. If any audit of Provider's invoiced charges demonstrates that Provider's invoiced charges surpass the accurate charges, Provider shall immediately pay or refund such surplus charges to Company's account, and if such surplus charges exceed the accurate charges by more than five percent (5%).

Confidentiality

Each party shall receive in confidence (“receiving party”) from another party (“disclosing party”) and treat as confidential all technical knowledge, business/financial data, management information, and documentation which (i) is stamped or otherwise authorized as being proprietary or confidential, whether in digital or written form, (ii) relates in any way to such party’s (or its associates’) business plans or techniques, or (iii) otherwise is not typically known by others, and under the conditions of the disclosure, the disclosing party had a reasonable assumption that the receiving party would understand that the data is proprietary or confidential (collectively, “Proprietary Information”). Information that is published verbally or visually to a receiving party shall also be considered Proprietary Information if the publishing party analyses such information as proprietary at the time of publication and, within thirty (30) days after such publication decreases the subject matter of the publication to writing and submits it to the receiving party.

Intellectual Property Rights

- Provider shall immediately reveal to Company all inventions, software, development, modifications, and plans (hereinafter “Inventions”) in Provider’s field of enterprise in the line of Company’ present or future business which are made or created or actually or effectively decreased to practice by Provider or with Provider’s assistance or under Provider’s direction in the course of performance during the term and any extension of the term of this Agreement, whether or not patentable and whether made by any of Provider’s employees individually or jointly with others.
- Provider shall assign and does hereby assign all Provider’s rights, name and curiosity in and to said discoveries to Company, and shall help Company in every way to protect, at Company’ expenditures, said Inventions, including but not limited to, the signing of copyright functions, testimonials and assignments in favour of Company pertaining to the said Inventions, respecting such applications in India and in any and all countries and shall help in any obstructions proceedings or actions including any patents that may be obtained for such Inventions.
- Provider shall create no applications for copyrights on any such contrivance except for Company’ advantage as herein provided.
- “Intellectual Property Rights” shall mean all academic and professional rights, including intellectual and industrial rights to inventions and patents for inventions, involving publications thereof and maintenance in part, patents, designs and industrial designs, brand logo, know-how, trade secrets and confidential information, and other proprietary rights. Provider hereby commences and agrees to cause any individuals undertaken by it or employed by it to execute work hereunder to grant all moral rights and to all intellectual property, including Inventions and copyrightable contents, created by such individuals in their performance of this Agreement and does grant, for itself, any and all moral rights it may have in and to any such intellectual property created in the performance of this Agreement.

- Provider acknowledge that, with respect to all copyrightable contents which were not first created, managed or designed by Provider but were included into Services performed and distributed to Company in connection with this Agreement, Provider shall authorize a royalty-free, universal, and permanent authorization to Company to use, reproduce, translate, deliver and to authorize others of Company' preferring to do the same with respect to any and all said contents.
- All notes, designs and technical information developed in connection with or pursuant to the terms of this Agreement shall become the restricted property of Company, and Company shall have the right to utilize and reveal them for any purpose. Upon finalization of the Services or prior completion of this Agreement, Provider agrees to instantly distribute to Company all documents, including all copies thereof, that are in Provider's ownership or under his/her control that were established in connection with this Agreement

Representations & Warranties

Provider illustrates and authorizes that Provider and each officer or employee thereof who provides Services hereunder:

- Shall execute the Services in agreement with the highest specifications of professional skill and that for a time period of six (6) months from the finishing date of the Services, Provider shall, at no charge to Company, supply such products and services as may be important to correct any deformity in the products or deliverables developed under the appropriate Statement of Work;
- Shall abide by with all relevant federal and other judicial laws, including local rules, in executing the Services;
- Has a judicial right to stay and work in India and, if any of the Services are executed in India or on behalf of the Indian Government, and that Provider shall guarantee, protect and hold Company harmless against any fees, claims, penalties, or charges of any type whatsoever arising out of or as a result of Provider's failure to comply with applicable immigration laws;
- It has the authority and capacity to enter into this Agreement and it is not subject to any restrictive covenant or other legal obligation which prohibits the Provider from performing the Services;
- Hasn't any relationship with any third party with whom Company has contracted which would cause such person to have a conflict of interest in relation to this Agreement or in respect of the Services. Should any such conflict of interest arise during the term of this - +Agreement, the Provider covenants and agrees to immediately notify Company; and
- Is and will continue to be, where applicable, a GST / HST registrant in accordance with the Excise Tax Act for the term of this Agreement.

Insurance

Provider agrees to procure and maintain during the term of this Agreement, at Provider's own cost and expense, liability and property damage insurance, including automobile and contractual liability, with the following minimum liability limits:

- \$1,000,000 for injuries or death to any one person;
- \$1,000,000 for injuries or death(s) from any one accident; and
- \$1,000,000 for damage to property.

Provider agrees to provide appropriate certificates or other evidence of such insurance coverage as may be requested by Company. Provider agrees that the procurement and maintenance of the above insurance coverage shall not limit or affect any liability that Provider may incur under this Agreement or otherwise.

Safety

Provider agrees to comply with all federal, provincial and territorial occupational health and safety laws, regulations and standards, and all Company's safety rules of which Provider has notice, regarding the performance of Services under this Agreement. Provider agrees to communicate Company's safety rules to Provider's contractors and employees. Provider is responsible for maintaining a safe workplace by following commercially accepted safety and health rules and practices. Provider is responsible for immediately reporting accidents, injuries, and unsafe equipment, practices or conditions related to Provider's performance of work for Company to the Authorized Representative of Company identified herein. Company is committed to keeping its workplaces free from hazards.

Provider authorizes Company to provide minor first aid to those individuals performing Services on behalf of Provider hereunder, with the consent of the injured person, for injuries sustained on Company's property. If Company believes immediate emergency care is necessary for an illness or injury to Provider's employees, Provider authorizes Company to call for ambulance service, and Provider agrees to pay (or to reimburse Company) for any such ambulance charge.

Publicity

Except as required by law, Provider shall not issue any press release or make any other public statement relating to this Agreement, any Services performed under this Agreement, or any of the transactions contemplated by this Agreement, without obtaining the prior written approval of Company as to the contents and the manner of presentation and publication of such press release or public statement.

Acceptance

If Company is not reasonably satisfied with any Service, it will so notify Provider with an explanation of the deficiency. Provider will, at its own expense, re-perform the Service within fifteen (15) days after receipt of Company's notice of deficiency. The foregoing procedure will be repeated until Company accepts or finally rejects the Service in its reasonable discretion.

Termination

This Agreement may be terminated by either party in the event the other party fails to perform its obligations hereunder on time, fails to assure timely performance, or otherwise fails to perform its material obligations; provided, however, that prior to such termination the terminating party notifies the defaulting party in writing at least ten (10) days in advance, states the reasons why the Agreement should be terminated and affords the defaulting party an opportunity to cure any alleged default during such ten (10) day notice period. Either party may terminate this Agreement, upon notice and without liability, in the event the other party:

- files a petition in bankruptcy
- has filed against it an involuntary petition in bankruptcy not dismissed within sixty (60) days;
- consents to the appointment of a receiver, custodian, trustee or liquidator
- dissolves, liquidates or makes a general assignment for the benefit of creditors.

Company may terminate this Agreement, or any Services to be performed hereunder, in whole or in part, without cause and for its own convenience, by providing Consultant written notice of termination at least seven (7) days in advance, specifying the extent to which the Agreement is so terminated and the date upon which such termination becomes effective. Company shall have no liability for such termination except for liability for Services rendered or expenses incurred by Consultant in accordance with this Agreement prior to the effective date of such termination and for which payment has not been made.

1. For Services performed on a firm-fixed-price (FFP) basis

The lesser of 1) a prorated portion of the overall Statement of Work price based on the percent of the work completed and accepted up to the date of termination or 2) actual hours expended under the Statement of Work at the Consultant's most favoured rate for such consulting services, such hours to be supported with suitable records

2. For Services performed on a time-and-materials (T&M) basis

Actual hours expended under the Statement of Work for accepted Services at the hourly rates set forth in the Statement of Work. Upon payment of the agreed to termination settlement amount, Company shall thereafter have no liability or obligation to Consultant for any further compensation, fees, expenses or other payments related to this Agreement.

Liability & Indemnification

Neither Company, nor its officers, directors, employees, affiliates, or parent companies shall be liable for any injury to the person or property of Provider or its employees or contractors, except to the extent that such injury was directly caused by the fault or negligence of Company or its employees acting within the scope of their employment. In addition to any other indemnification obligation herein, Provider shall indemnify, defend and hold Company and its officers, directors, and employees, harmless from and against all expenses, costs, damages, liabilities and losses (including, without limitation, reasonable attorney's fees) incurred by Company in connection with any claim, investigation, demand, action, suit or proceeding (whether civil, criminal, administrative or investigative) arising out of or resulting from Provider's performance of the Services, including but not limited to, the following:

- Provider's failure to deduct and pay taxes required by law on compensation Provider is obligated to pay to its officers, employees or independent contractors; and
- Personal injury or death, as well as loss or damage to property, caused directly or indirectly by the acts, omissions or negligence of Provider or any of Provider's agents, employees, officers or independent contractors engaged in the performance of the Services under this Agreement.

Miscellaneous

1. Severability

If any provision of this Agreement shall be held to be invalid or unenforceable, such provision shall be stricken and the remainder of the Agreement shall remain in full force and effect to accomplish the intent and purpose of the parties. The parties agree to negotiate the severed provision to bring the same within the applicable legal requirements to the extent possible.

2. Governing Law

The validity, interpretation and/or enforcement of this Agreement shall be governed by the laws of [Sender State], including its recognition of applicable federal law, but excluding such jurisdiction's choice of law rules.

3. No Waiver

Any failure or delay by either party to exercise any right, power or privilege hereunder or to insist upon observance or performance by the other party of the provisions of this Agreement shall not operate or be construed as a waiver thereof. No waiver shall be binding on either party unless it is in writing and signed by an authorized representative of the party to be bound.

4. Survival

The obligations in this Agreement that by their terms naturally survive the expiration or termination of this Agreement shall so survive, including without limitation Sections 5, 6, 7, 8, 13, 14, 15, 18 and 20.

5. Contradictory Terms

Notwithstanding any provisions on any form supplied by Company or Consultant, all purchase orders or requests for service issued pursuant to this Agreement or in connection with the Services to be provided hereunder shall be subject to and governed by the terms and conditions of this Agreement and the attachments hereto. No provision that alters, revises, or supplements the terms of this Agreement, which may appear on any purchase order, or other form provided by the parties shall have any force or effect unless such provision(s) are agreed to in writing by Company and Consultant and are expressly incorporated herein.

6. Anti-Assignment

Neither party may assign, subcontract, or otherwise transfer its rights or obligations under this without the prior written consent of the other party, which shall not be unreasonably withheld.

7. Integration/Modification

This document and any exhibits or attachments hereto embody the entire Agreement of the parties with respect to the subject matter hereof and supersede and cancel all previous negotiations, agreements or commitments by the parties, whether oral or written. This Agreement may not be released, cancelled, abandoned, amended or modified in any manner except by an instrument in writing duly signed by each of the parties hereto.

8. Disputes

The parties agree that prior to bringing any legal action upon any dispute or controversy between the parties arising under or in connection with this Agreement (“Dispute”) they will attempt to settle such matter through good faith negotiations. Failing such efforts, the parties agree and consent to exclusive venue and jurisdiction in the State and Federal courts of [Sender State] and each party waives any defence of inconvenient forum in connection with such proceedings. The parties acknowledge and agree that the foregoing shall not prevent a party hereto from seeking or obtaining injunctive, preliminary or provisional relief to enforce a party’s rights or to prevent immediate or irreparable harm to a party, including but not limited to the rights set forth in Sections 6 and 7 of this Agreement.

9. Counterparts

This Agreement may be executed in any number of counterparts, each of which shall be deemed to be an original and all of which taken together shall constitute one agreement. To evidence the fact that it has executed this Agreement, a party may send a copy of its executed counterpart to the other party by electronic transmission and the signature transmitted by such transmission shall be deemed to be that party’s original signature for all purposes.

10. Acknowledgement

The parties acknowledge that they have read and understand this Agreement, and agree to be bound by its terms and conditions in their entirety.

Exercise



1. What do you understand by advertisement proposal?

2. How to write an effective advertisement proposal?

3. Define "Audit" relating to advertisement proposal.

4. Explain the term "Termination" in proposing advertisement.



4. Closing Sales Order

Unit 4.1 – Negotiating and Closing Sales Deal

Unit 4.2 – Communicating with Clients and Dues Collection

Unit 4.3 – Basics of MIS



Key Learning Outcomes



At the end of this module, you will be able to:

- Provide a convincing proposition to the client and negotiate to derive the maximum revenue from the available inventory.
- Ensure that the advertisement rates are higher or equal to the benchmark rates set by the organization.
- Negotiate volume discounts with agencies to sell inventory in advance at rates that are in line with benchmark discount rates set by the organization.
- Identify opportunities to cross-sell other sources of revenue such as media integrations, events and activations etc.
- Negotiate barter deals with clients after carrying out a detailed cost-benefit analysis to ensure that the deal would be beneficial for the organization.

UNIT 4.1: Negotiating and Closing Sales Deal

Unit Objectives

At the end of this unit, you will be able to:

- Provide a convincing proposition to the client and negotiate to derive the maximum revenue from the available inventory.
- Ensure that the advertisement rates are higher or equal to the benchmark rates set by the organization.
- Negotiate volume discounts with agencies to sell inventory in advance at rates that are in line with benchmark discount rates set by the organization.
- Identify opportunities to cross-sell other sources of revenue such as media integrations, events and activations etc.

4.1.1 Negotiating Sales Deal

Sales negotiation techniques help you to fulfil the terms and conditions of a deal as it is a part of the B2B sales procedure. It happens after the sales pitch has been distributed and any arguments have been resolved. Having excellent sales negotiation skills can make a big difference to a Sales Executive's success ratio and the price they close deals at.

Sales negotiations methods consists of tracking the prospects in the sales procedure and following up with them at the perfect time and the perfect method. You can also send, receive, and track emails, and get mobile notifications, reminders and alerts to help you follow up with them.

1. Do Your Homework

Doing your homework is an essential sales negotiation technique that builds your success. You can't make effective decisions without some knowledge about your future customers.

For example, you should ask your subsequent customer early in the sales procedure what they are paying for the service or product you are exchanging. It will assist you gain a deep knowledge of the value they acquire from the solution. For instance, if you are selling insurance, what is the cost for a premium quality insurance policy.

Before entering a negotiation, make sure you have:

- Covered all your prospect's concerns and arguments. If you have not, then estimating price will only be worthless. At best your prospect will ask for a necessary discount to account for the fact that they analyse your solution as imperfect.
- Acquire a clear understanding of the importance of your solution to your customer. I would go as far as to ask them how much they could offer the budget for solving their problem, though I would do this before entering price negotiation in the sales procedure.

- Search out who your possible competitors are going to be and what amount they charge for providing a same solution. Your customer may well be recognizing proposals from your competitors too. I would suggest asking early in the sales procedure who else they are recognizing as a potential solution.
- Decided on the bottom-line terms and conditions you are prepared to agree from the negotiation before entering it. It's easy to give discounts, but being clear about the amount to which you will give concession to the price and/or provide free add-ons before you start negotiating will ensure each deal you close is profitable.

The Sales Executive who constantly leave money on the table fail to prepare as well as they could have prior to entering negotiation.

2. Know The Industry Standards

Every company and its customer has its principles, and a Sales Executive with excellent sales negotiation skills makes it their business to be aware of them. For example, if you are selling software to Fortune 500 Companies and you do not determine their ideal data security agreements or you have not got the right to close the deal.

Unspoken standards also build most sales negotiations. They serve as guidelines for agreeable terms or techniques of negotiation. For instance, if you are selling to attested company authorized to social responsibility, they are possibly to analyse whether your business is a responsible employer before entering a supply partner relationship.

3. Use Silence

Silence is one of the most efficient sales negotiation technique. You've introduced the terms, and your customer is thinking. Don't be tempted to interrupt the silence and weaken yourself. They require to be the one to begin the conversation. If you break the silence, the only message you are giving is that you don't have full confidence in your service or product. So let them begin the conversation.

Silence is a dynamic weapon in sales negotiation process. The best sales negotiators pay attention more than they talk during the negotiation. They know that asking the right questions gives them information they need to make more efficient decisions during the negotiation.

4. Be First to Drop the Anchor

When selling a solution, it's on you to introduce price and terms first. This is beneficial if you already have a good idea of the price and terms your customer is possibly to accept. It also gives you the benefit of setting the price anchor; your subsequent customer will require to gain discounts from you to move away from it.

If you have a good knowledge for your customer's price, make an offer that's just above this. However, this strategy is risky if you can't expect your customer's price and terms. Good sales negotiators always examine price and terms during the sale so that they understand how to pitch terms confidently when they enter price negotiation.

5. Provide A Simple Justification

You might think that providing a structured justification for your price would be more efficient than just providing a blunt price, but this is imperfect. A weak justification is far more effective.

This discovery was first made by negotiation scholars in 1978 when they operated an experiment to use a photocopier at work. A researcher accessed someone who was about to use a copier in a campus building and asked to cut in to make copies. They understood that providing simple justification was much more likely to give a positive result. This is one of the reasons that e-commerce websites provide pricing options and simply state “most popular” or “best value” next to the price they want customers to choose.

6. Provide 3 Offers

One of the important sales negotiation techniques is to understand more about your customer’s choices to offer them various options to maintain key elements of the deal. The offers should be of more or less equal price to you. According to the responses you get, you can clarify the options and recommend a fresh set of offers. This offer, if delivered well, generates goodwill as you are seen to be willing to be flexible to your customer’s requirements.

Providing three alternative offers is necessary. Less than three and the customer feels restricted. More the three and the degree of options starts to generate too much complexity that can then result in confusion and indecision. This is based on extensive research in both real-world and online sales. This is why the best e-commerce sites provide three pricing options.

Find a plan that’s right for you.

Sign Up Free




		
<p>New Business</p> <p><i>Forever</i></p> <p>Free</p> <p>Create beautiful, professional campaigns and marketing automations</p>	<p>Growing Business</p> <p><i>Starting at</i></p> <p>\$10 per month*</p> <p>Level up with unlimited sending, predicted demographics, email delivery</p>	<p>Pro Marketer</p> <p><i>Additional</i></p> <p>\$199 per month*</p> <p>Improve performance with enterprise-level features for high-volume senders</p>

Figure 4.1 1 Providing 3 Offers to Clients

7. Don't Fall Victim to Customer Price Anchors

You are not always going to be able to make the first offer. Some customers will jump the gun to make you an offer.

To avoid getting anchored by their price, counter with what would have been your first offer regardless of the offer your customer has made. In other words, focus on their realistic price expectations rather than the way they have opened price negotiations ahead of you. Be confident and calm, though if your counter-offer differs significantly then you may need to be prepared to lighten the atmosphere with a joke.

8. Always Counteroffer

Another of the key sales negotiation skills to master is always to counteroffer. Even if your prospective customer makes you a great first offer, make a counteroffer and negotiate out the details. They need to work hard or there is a danger that they will not feel as if they negotiated a fair deal and they may come back to seek further concessions before formalizing the deal.

9. Give & Take

Whenever you are forced to make a discount, ensure that your opposition identifies that you have done so by clearly identifying when what you are giving up. Then, try to make each concession balance with something the customer can do in return. If you don't do this, the customer will feel entitled to your concession and won't be satisfied until you give up even more.

Give and take is one of the basic principles underlying good sales negotiation skills. This is because it's a basic ingredient of what most people consider being fair, which can be used to your advantage if you do not exceed the value your prospective customer can see in your solution. By keeping the negotiation, a win-win for both sides, you can maintain a level footing with your customer, which is a good base for a long-term relationship.

10. Utilize Seating Arrangements to Make a Fair Deal

Sales Executives with advanced sales negotiation skills, understand that negotiating across a table tends to create a more competitive environment, which is not beneficial. Try to avoid this by sitting around the corner of a table or moving totally away from a table to create a more naturally cooperative environment where you can work together to complete a fair deal.

Try to meet face-to-face if at all possible as this will make it much easier to build and maintain the relationship, pick-up on your customer's body language and avoid a competitive environment. If distance makes it impractical to meet in person then try to use video conference rather than the phone for the same reasons.

Sales Meeting Seating Arrangements

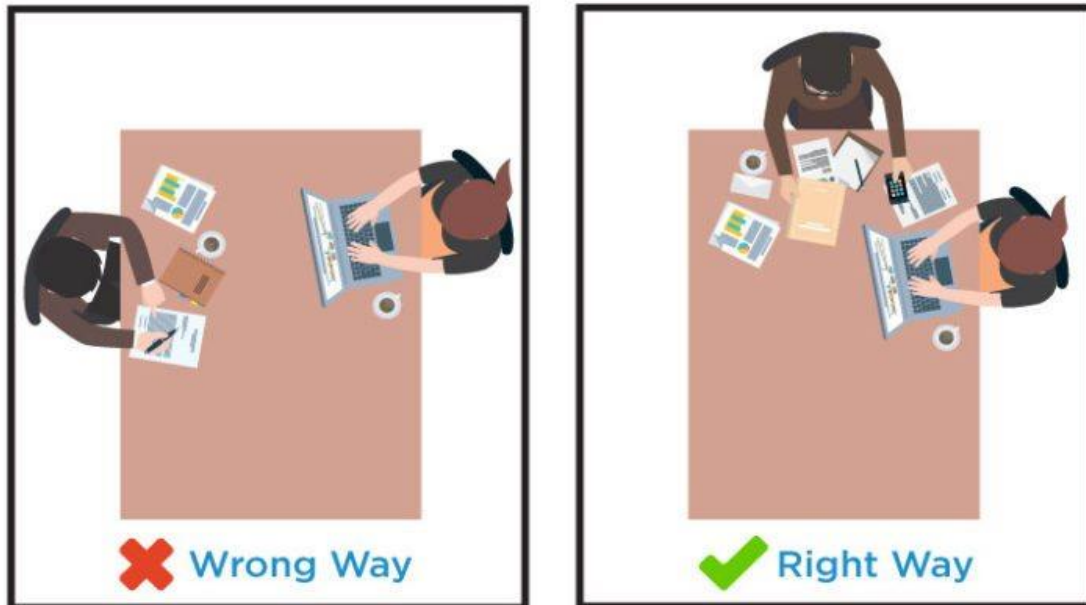


Figure 4.1 2 Sales Meeting Seating Arrangement

11. Show How You Feel

It's important for your body language to reflect what you are saying or you will lack credibility in your customer's eyes. For example, if your customer asks for an unacceptably low discount, you need to be prepared to look shocked, maybe even flinch, whatever comes naturally. If you don't, your body language will be telling your customer one thing whilst your words may be saying something different.

12. Be Confident & Don't Hurry

Another of the necessary sales negotiation skills is to be confident and relaxed. This means asking for what you want without expressing frustration or anxiety. It's necessary for a skilled sales negotiator to appear (and ideally to be) comfortable in a charged atmosphere where terms are being thrashed out in good spirit. You cannot negotiate the right terms unless you are willing to challenge your customer calmly and efficiently when the need arises to do so.

Inexperienced sales negotiators try to rush through the negotiation procedure to get it over with as soon as possible. But this will either run the risk of coming across as rude or be perceived as putting your customer under too much unnecessary pressure. In addition, if you rush, you are more probably to make mistakes and leave money on the table. Whoever is more flexible about time has the advantage. An experience customer will identify this and take benefit of the situation.

13. Focus On Your Customer's Issues

It may be essential to complete the deal to hit the quarterly sales target, but allowing yourself to dwell on your own personal pressures will only get in the way of winning the deal. Instead, focus on your customer's issues and the deal will be far more likely to stay on track.

Instead of trying to win the negotiation, try to understand your customer's needs. If you help resolve their concerns, they will be more inclined to purchase.

14. Don't Take Anything Personally

A key aspect of honing your sales negotiation skills is not to take anything personally. Whether you like the other person or not, or whether they are rude or not does not need to effect the way you feel or the way that you conduct the deal. Don't let emotion get in the way of a good deal. If someone is rude or difficult to deal with, try to understand their behaviour (which is probably stress induced) and don't take it personally.

15. Be Specific About Terms

Often your prospective customer will ask if you would consider a discount, as a result this is a question that you should prepare for in advance. First, you want to discuss and agree on exactly what the rest of the terms will be and then you may decide to offer a discount to seal the deal. But be specific.

Offering a discount in the range of 10-20% does not help move the deal towards a conclusion; it just makes you appear poorly prepared, probably because you are. Be confident and offer a specific discount that sits within your affordable range.

16. Avoid Cost Proposals Until Negotiation Is Complete

Sales negotiations can take quite some time to conclude. Many options may be proposed, some will be accepted, and others will bite the dust. Most Sales Executives with advanced sales negotiation skills aim to settle the deal verbally before formalizing this into a written cost proposal.

This avoids a formal written proposal being rejected, which is often an irretrievable position to turn around. Whereas all the time it remains a verbal negotiation, you are able to test and probe without taking the risk of having your terms formally rejected.

17. Negotiate On Terms, Not Price

Offering your customer extra value to sweeten the deal rather than discounting price makes much more sense as a sales strategy. This is because the extra value that you are providing you comes at cost to you, but at market value to your client. On the other hand, a price discount is simply a profit reduction where for which you will take the full hit.

Some aspects of your service may cost almost next to nothing to add in to sweeten the deal. For instance, if you are a software provider, adding an extra free user has virtually no cost to you, but represents tangible value to your customer.

18. Make Yourself Likeable

Although you are sitting on the opposite sides of a negotiation, it's important to remember at all times that you are dealing with a valued customer whom you will want to return to for customer referrals in the not too distant future.

Anyone who has advanced sales negotiation skills, tries to keep price and terms discussions light and respectful and if it gets tense, try to use humour to lighten the atmosphere. It's worth remembering that a customer is much more likely to flex for someone they like than for someone they don't.

19. Walk Away If Necessary

If you depend too much on the positive outcome of a deal, you lose your ability to say no. This is where your homework comes in useful, which was the first of the sales negotiation skills. Workout what your bottom line price and terms are before you start negotiating and be prepared to walk away if you reach that point. Deals are not worth winning if they do not allow you to make a profit.

4.1.2 Closing Sales Deal

Closing is a make-or-break stage in sales. Selecting the right phrases to seal a sales deal is important. And this moment is probably the final decision determining whether or not your efforts will amount to anything at all.

You're not the only Sales Executive who feels uncertain about the close. However, without that feeling of danger, successfully closing a sale wouldn't be so exciting -- which drives Sales Executives to consistently strive for more. Because sales professionals are estimated to generate the best possible win rates for their effort, a large number of closing sales techniques have been evolved over the years.

Here are a few proven closing techniques, and why they're so efficient.

The Assumptive Close

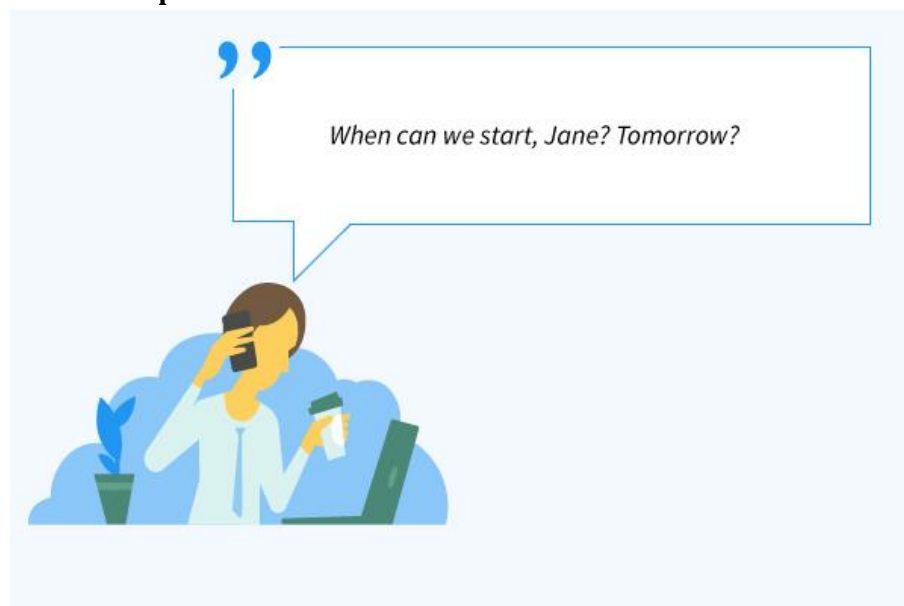


Figure 4.1 3 The Assumptive Close

A well-known closing technique, the Assumptive close is where the Sales Executive assumes that the deal has been created. Sales Executive use this technique when the customer has checked most of the boxes in each stage of the sales procedure but has not yet signed the deal. The Assumptive close works because it doesn't permit the customer to accept your offer giving them a time to conjure up arguments and issues which can result in them backing out of the deal completely.

The Take Away Close

We have spent the last few weeks trying to make this work and I appreciate the time and effort that you have put into this.

Here is the suggestion: let's spend the next 15 mins trying to get this to the finish line. But if we are unable to do that, then let's take a step back and reconnect when you are really ready to pull the trigger on this.



Figure 4.1 4 The Takeaway Close

Warn to take away the candy and you'll see how well they act. This works perfectly with customers too. You're on the edge of closing the deal, but your customer is unwilling to proceed. He/she has unexpectedly come up with objections in order to drive a negotiate. A novice Sales Executive here would satisfy with all their objections and offer whatever they want just for the sake of closing the deal. On the other hand, an experienced Sales Executive wouldn't convince.

The Now or Never Close

I love your product. Let's catch up next week to discuss the next steps.

I understand. But, I should let you know that we have a special 25% discount available for those who signup within this week. Wouldn't want you missing out on that.



Figure 4.1 5 The Never Close

Generally known as the Urgency Close, the Now or Never Close is a sales technique where you create pressure on the customer to make a decision. This technique works when a set with a special discount or a gift for a limited period.

This technique is best works when the customer is on the line about purchasing your product. Similar to the Take Away Close technique, a feel of urgency comes into effect and the scarcity of missing out on a discount pushes the customer over the conventional line to buy your product.

The Summary Close



Figure 4.1 6 The Summary Close

Think of a well-performed closing objection delivered by a trial attorney in court. There are no new objections or concerns presented here. Just an easy act of selectively summarizing the highlights and the pointing towards the only relevant completion that derives from connecting the dots.

Summary close works great when you have gone through a comprehensive conversation/ evaluation over a period of time and it is now time to switch gears.

Something for Nothing Close



Figure 4.1 7 Something for Nothing Close

Dr. Robert Cialdini's Principle of Reciprocity proves that it is a social guidelines of responding to a positive action with another positive action. The Something for Nothing Closing Technique works

around this theory. You give your customer a freebie or an extra feature in goodwill and they will be restricted to do something in return – that something, in this condition, can be purchasing the product. Something for Nothing works because customers like free things. But just to keep things simple, the free things you give should be of worth to them and less worth to you. You can't provide them offers of free months on a paid plan; that would be a loss for you.

The Objection Close



Figure 4.1 8 The Objection Close

Once you have ensured that your customer has learnt everything about your product and what it has to offer, try closing the deal by asking them for any arguments they might have with the product. This strategy allows the customer to raise any final objections or concerns that they need to clear up without saying no to the deal.

The Ben Franklin Close

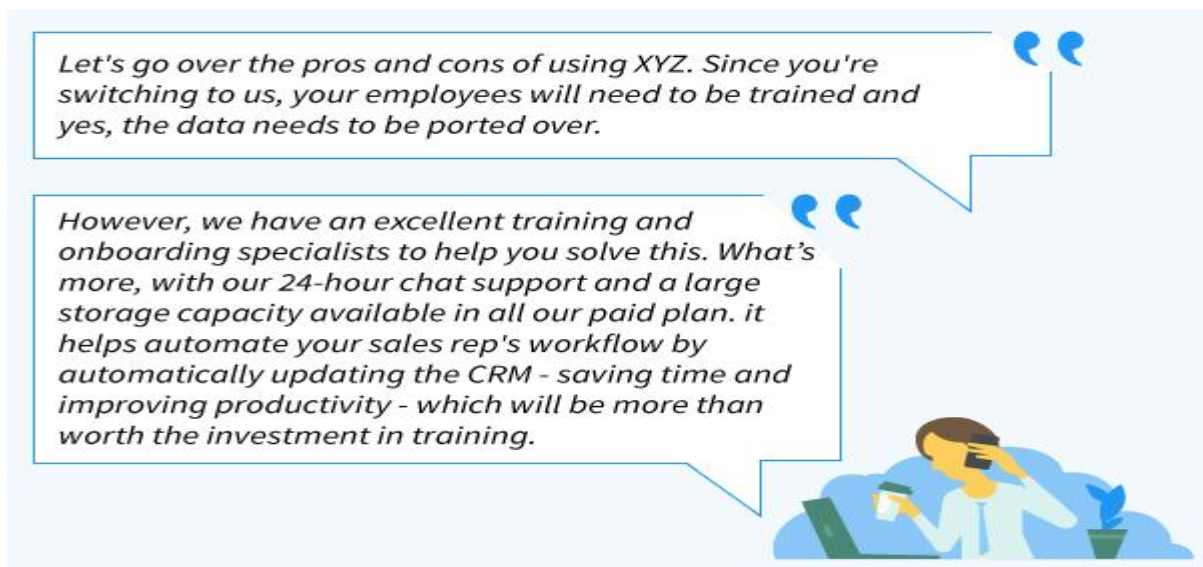


Figure 4.1 9 The Ben Franklin Close

Benjamin Franklin was not only a great inventor and politician; he was also an excellent businessman. Whenever he was uncertain about anything, he'd make a list of the pros and cons of

the decision. This simple strategy has excessive potential when it comes to sales closing. Listing down the pros and cons of your product will assist the customer identifying how valuable your product can be for them. It's best used when the customer is uncertain about whether to get your product or not, you can show them list of pros and cons of the product and once they see that the pros exceed the cons, the odds of your closing the deal improves.

The Sharp Angle Close



Figure 4.1 10 The Sharp Angle Close

The Sharp Angle Closing Technique is best used when the customer is most likely going to purchase your product, but they have one painful objection that is stopping them. They bring this objection in the form of a challenge like 'can you deliver' or 'there is an issue' or so on. Using the sharp angle technique, you can answer this question with another suitable question in expectation of closing the deal.

If you get a positive reply, the deal is done. Otherwise, if you get a negative response, you know that they're either not serious or there is another issue. Here you are given a second chance to simplify any other objections they have.

The Needs Close

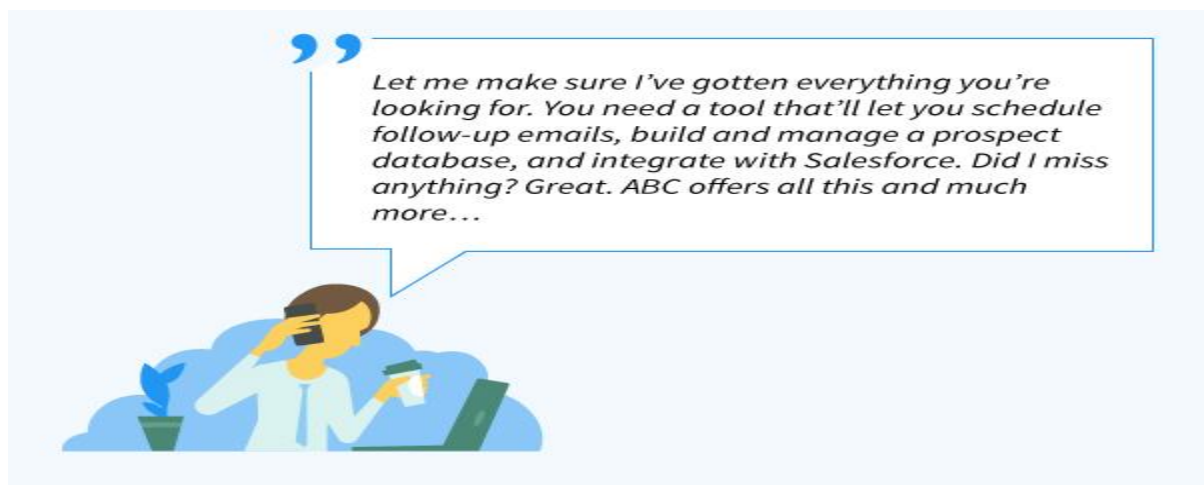


Figure 4.1 11 The Needs Close

Fulfilling a customer's needs is the best approach to get them to purchase your product and that's what the Needs Close sales technique does. First, list the things the customer said they required from your product. Then analyse the list against your product and start ticking off the ones that match. The more boxes ticked, the better suit the product for the customer. The Needs close technique works in conditions where the customer isn't sure of how your product would benefit them. By listing down and ticking off the matching ones, you are showing the customer how your product is benefitted them.

The Scale Close

Sales Executive: "On a scale of one to ten, how interested are you in our product?" Prospect: "I'd say an eight."

Sales Executive: "Wow! Great. Just curious, why an eight?"

Prospect: "I love your X, Y, and Z features and I have a feeling those are the features that are going to help our company the most."

Sales Executive: "Most of our customers love them. I see these are great reasons, but I'm curious why it's not a ten".

Prospect: "Even though your product having such great features, we feel that it's a little pricey."

Sales Executive: "I agree. But when you start using the product, you will observe that the ROI on the product related to the price you pay will be so clear that the cost would hardly matter. We have never had an existing customer come back and complain about the price."

Before closing a sale, if you need a clear idea of how interested your customer is in your product, it's best to approach them with the 'On the scale of 1-10' line. Based on their rating, you can either resolve their objections if the score is low or proceed to close the deal if they give you a solid high score. This will assist you identify the customer's interests and gives you an opportunity to walk them through any objections they might have.

The Visual Close

"These past few months have brought about some beneficial communication between us and I've appreciated the time and effort you have put into this. I hope you feel the same way. Ever since we reached out to you, this is how far we have come..."



Figure 4.1 12 The Visual Close

“Here is the good news. We have successfully completed all the steps needed to ensure you can use our service efficiently. All that is left is to put pen to paper and bring this thing home.”

Using visual helps such as result charts, videos or even table with the pros and cons listed down, you can close deals in a more influencing manner. The Visual Close technique is really popular among sales Executives because it attracts to a customer’s visual approach and as we all know; a picture is worth a thousand words. It’s easier for the customer to identify what you’re trying to put forth. After all, the human brain processes an image 60 thousand times faster than it processes words.

The Empathy Close

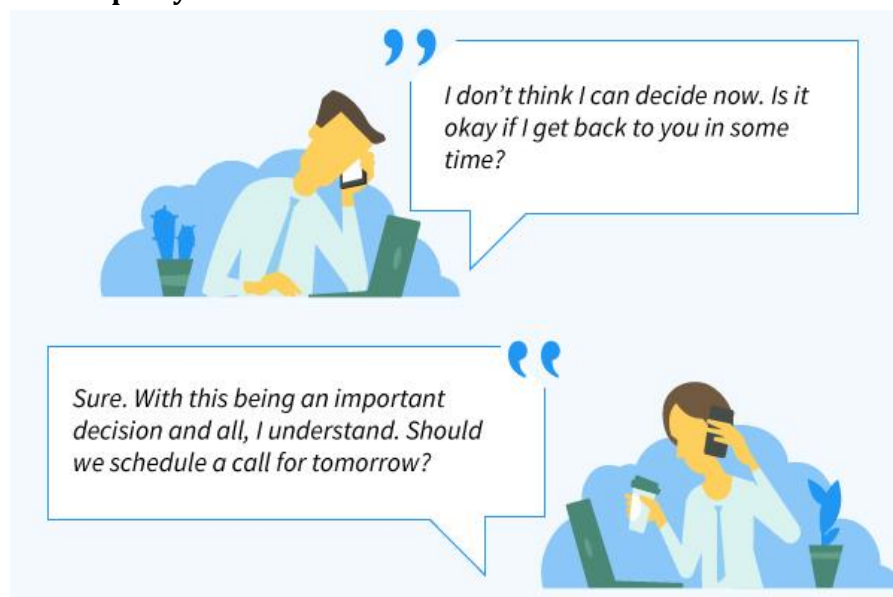


Figure 4.1 13 The Empathy Close

Not every deal has to be closed using advantage or pressure. Sometimes it’s good to take the sympathy route. The Empathy Closing technique offers you to use emotion to understand the

situation your customer is in. When the customer tells you that he/she isn't ready to make a decision, it's sometimes good to them more time to think than rather pushing for a close. Empathizing with your customers can help build a special relation with the customer which can be beneficial in the long run.

The Artisan Close:



Figure 4.1 14 The Artisan Close

The Artisan Closing technique lets you feature the amount of work, skill, and time that is being invested in the product. It diverges from the normal sales closing technique guidelines by targeting more on the behind the scenes of your product, rather than the customer or the advantages of your product.

This technique works best with customers who are thankful of something that has a lot of effort and hard work put into it. Highlighting on that puts your product in good light and brings new appreciation to the eyes of the customer, making it easier to close.

The Alternative Close

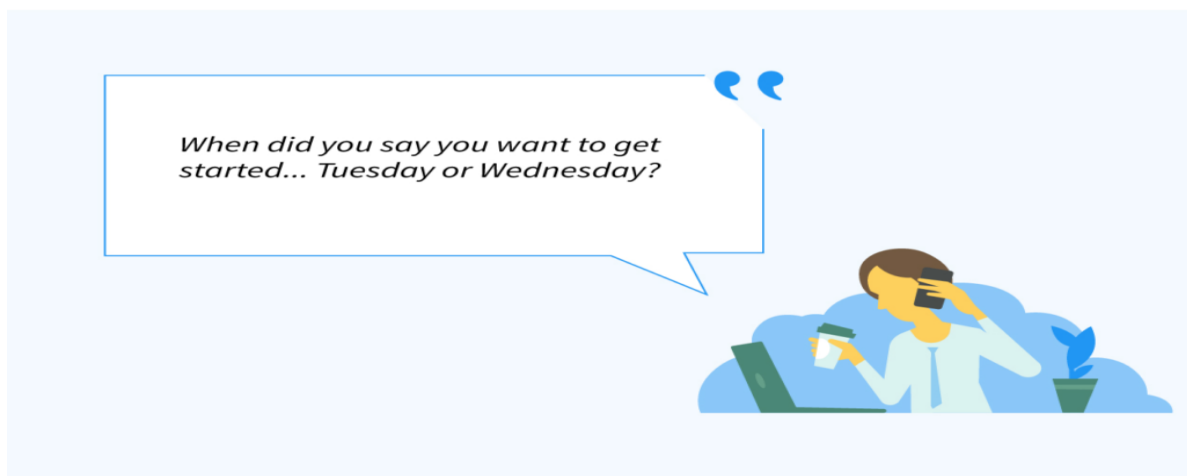


Figure 4.1 15 The Alternative Close

The Alternative Close is an alternative of the Assumption close, where you assume that the customers are interested in your product and you provide them 2 alternative choices that will move the deal forward.

Whatever choice they choose; it should perpetually help you take a step towards the close. This closing technique works best with customers who don't have any objections on your product or with the price, features, etc. By giving them choices, you clarify the decision-making process and easily get them to make an assurance to buy your product.

The Opportunity Cost Close

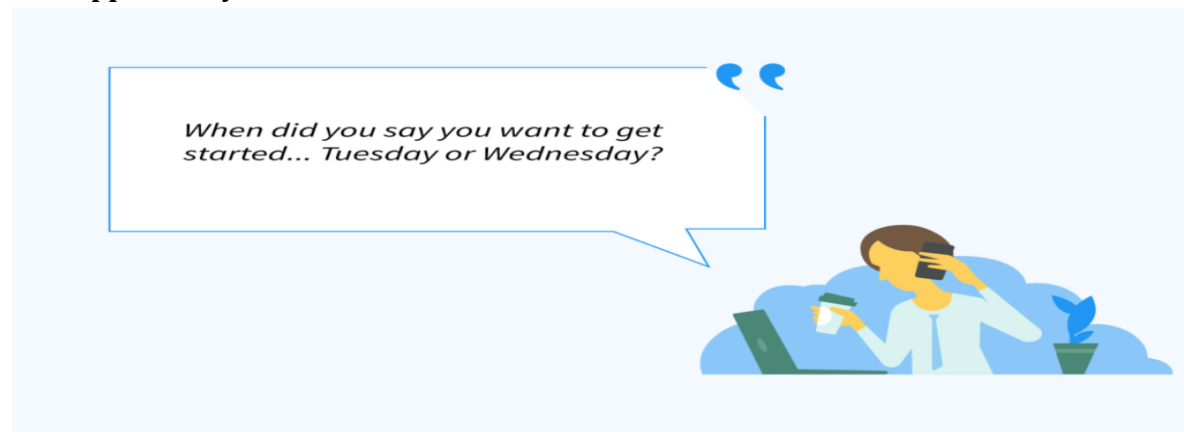


Figure 4.1 16 The Opportunity Cost Close

In business terms, Opportunity cost is the cost of preceding something, i.e. the cost you obtain by not doing something. This closing technique utilize into the same fundamental by stressing on what the customer will miss out if they do not apply your solution. When using the Opportunity Cost close technique, claim why purchasing your product is an investment not an expenditure– highlight the ROI they will enjoy such as better effectiveness, saving time etc. which are far more valuable in the long run, related with the what they will spend on your product. The idea is to make the customers understand that the longer they take to purchase, the more they will stand to lose.

The Ownership Close



Figure 4.1 17 The Ownership Close

Have you come across one of those car salesmen who make a sales pitch, talking as although you already own the vehicle – Asking questions like, if your garage needs a maintenance or how often

you plan to go on a road trip etc. Classic Ownership close; where the seller strongly places the idea of the customer buying the product. Using this technique, you paint a picture of the customer's business will change for the better; being an assumption, this technique works best when backed up by facts that show how their metrics will have improved once they buy your product – Tell obliging stories of competitions crushed, terms goals achieved etc. that will make the customers to promptly jump in and start using your product. By constantly stating the advantages that they will enjoy, you create a mental effect that your product will develop their business, thus making it simple for you to close a deal.

The 'Best Time to' Close



Figure 4.1 18 The Best Time Close

The 'Best Time to' close is a powerful technique to use when you observe there is an event related to the customer – you use the timely happening to convince the customers. You relate the timely happening with your product and put forth persuading statements that clarify why it is the best time to purchase.

The Calendar Close



Figure 4.1 19 The Calendar Close

There will be some customers who will be on the dodge when it comes to confirming the deal. You cannot wait forever for them to make up their mind; at the same time, you cannot give up on them either, because they are almost near the closing line. You recommend a date in the near days to close the deal. This way, you remove the problems of back and forth exchanges and clearly fix a time period by which the customer should come to an end. Based on their response, you can also consider the level of commitment of the customer in accepting a deal.

The Testimonial Close

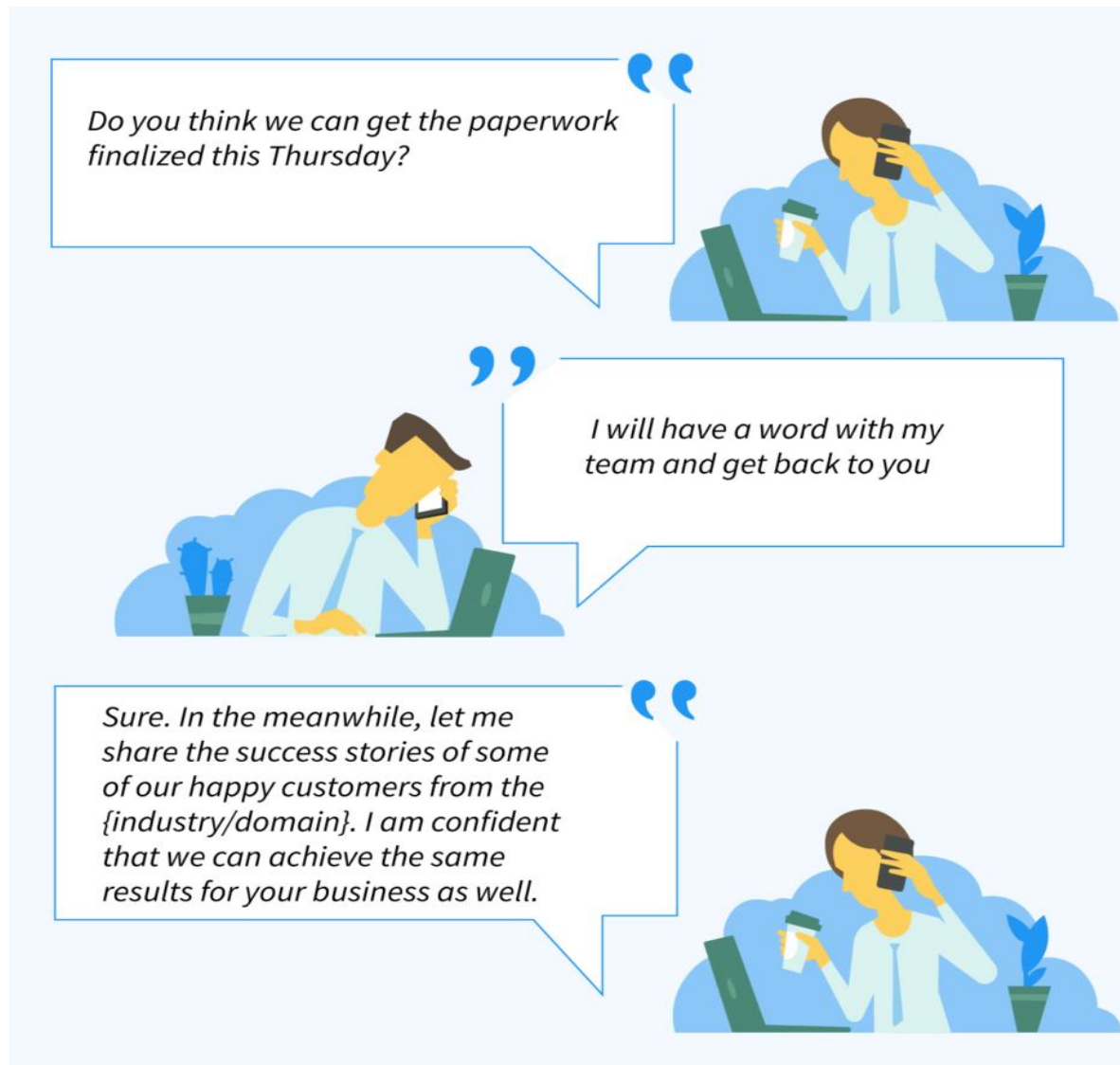


Figure 4.1 20 The Testimonial Close

The Testimonial close is a great technique which assist you build trust and reliability with customers which are the important factors for any business deal. When using this strategy, instead of telling about the product yourself, you share the experiences of real customers who have benefitted from your product. Testimonials are efficient because, they come from people who have actually used the product and satisfied with it – their opinions are impartial, authentic and free from any bias.

The Thermometer Close

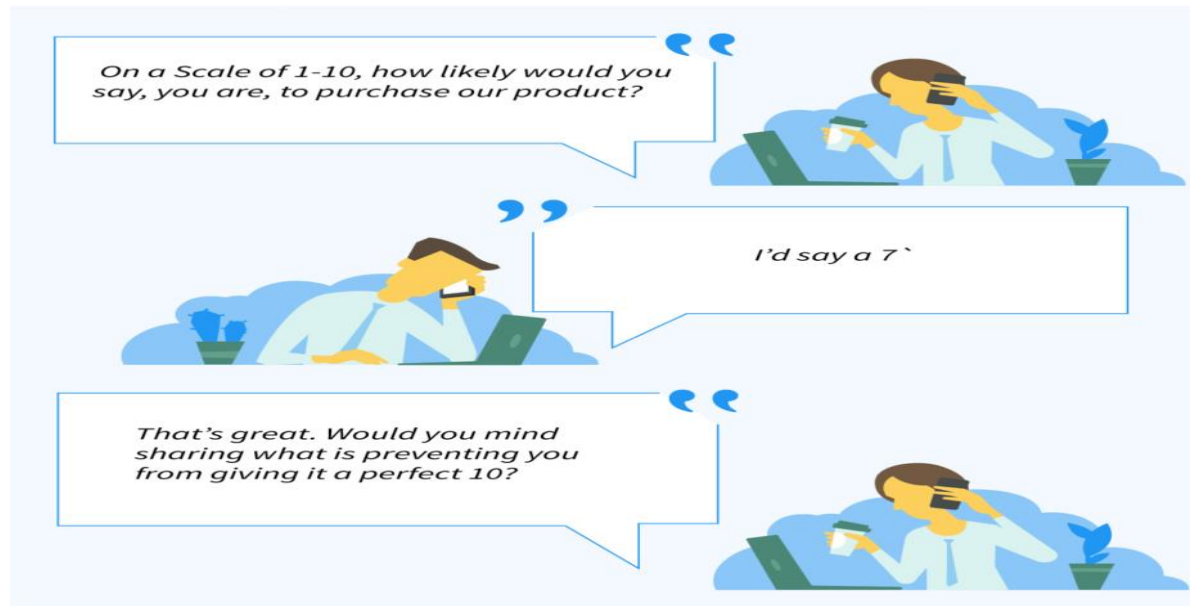


Figure 4.1 21 The Thermometer Close

The Thermometer close is a great tactic to analyse and resolve the objections that your customer might have, which is keeping the deal from moving forward and measure how close they are to making a deal. Using this strategy, you give the customer a scale of 1 to 10, and ask them to give a score on how possibly they are to buy your product. If the customer replies with a score of 6 or lower, then it means that they have an important objection that you require to address to proceed any further with the deal. On the other hand, if they give a score over 6 but below 10, then they know the value of your product but still have a few reservations that you may likely need to short out.

Conclusion

While these different sales closing techniques can assist you make a sale, it goes without saying that a single closing technique doesn't work for every customer – It's not magic. It depends on factors like the type of customer you're dealing with, his/her requirements, deal size, opportunities and so on.

- Are you confident that the customer has fully understood what the advantages of your product are? Use The Summary Close technique.
- Is your customer constantly making objections or badgering you for a bargain? Use The Take Away Close technique.
- Does your customer have a hard time visualizing the advantages of your product? Try The Ben Franklin Close or The Visual Close.
- Want to understand how interested your customer is in your product? Use The Scale Close technique.
- Or use the Something for Nothing Close to attract your customer into buying.

The skill of closing isn't something one can expert over a few days or few months, it takes time and dedication and none of these sales closing techniques will work effectively unless and until you have practiced it.

Exercise



1. What is Sales Negotiation?

2. What measures should be taken before entering a negotiation?

3. Write some key points of negotiating a sale.

4. Why should Sales Executives provide 3 offers to clients?

UNIT 4.2: Communicating with Clients and Dues Collection

Unit Objectives

At the end of this unit, you will be able to:

- Provide a convincing proposition to the client and negotiate to derive the maximum revenue from the available inventory.
- Ensure that the advertisement rates are higher or equal to the benchmark rates set by the organization.
- Negotiate volume discounts with agencies to sell inventory in advance at rates that are in line with benchmark discount rates set by the organization.
- Identify opportunities to cross-sell other sources of revenue such as media integrations, events and activations etc.

4.2.1 Handling Clients for Overdue Collection

One of the most difficult things about being a Sales Executive or business owner is that your payment doesn't seem to be assured. In fact, many Sales Executives are searching out that their customers tend to be late in paying their invoices. According to common Business, small businesses have to wait 2 to 3 months on an average to get their invoices paid.

The general payment terms are commonly total 30, where the payment is projected 30 days after the invoice is issued. With late payment on your invoices, results in declining of your cash flow and you could have actual problems meeting your many financial necessities.

While it can feel like you have no alternative when a customer is slow to pay, or worse, completely refuses to cough up the cash, there are methods to diminish this problem.

A word about perceived 'rudeness'

Before we applying a strategy for getting your customers to pay overdue bills, we require to address all your polite Sales Executives.

It's tough challenging customers with payment issues – money is a prohibited topic that some of us have been advised not to debate openly. Sales Executives avoid following non-payers commonly because they don't want to be rude, or feel discomfort.

When you're an experienced and you hold up your closing of the deal, it's not only necessary, but also essential for you to have similar expectations of your customers.

Before following your runaway customer, ask yourself the following:

- Have you finalized the work you agreed on with your customer?
- Was your customer informed that they would require to pay for said work?
- Are you asking for more than you are due?
- Would your customer recognize not paying a large organization or company for similar services?

Your response to these questions should signify that you are commonly being professional and your projections of payment are valid. The point is, if anyone should be embarrassed or feel discomfort about being rude, it's your non-paying customer.

Have proper documentation to support your claims

There's some analysis about how profitable contracts are for small businesses, but if you're searching for an honest way to protect yourself and to set clear assumptions early in your working relationship, a contract could be the perfect solution for you.

In order to make a solid contract, set out terms and answer basic questions:

- Who is the contract between?
- What are their specific responsibilities in terms of service delivery and payment? Who will own the final work product? Will you continue to own some of it and pass the remain to the customer? If the customer wants 100 per cent property, will this be a different amount than if you kept your pre-existing intellectual property?
- What happens in the event of a conflict?

Be sure to definitely set out and orally communicate your deadlines, payment terms, invoicing schedule, and fees for late payments. Here are a few extra provisions to think about drafting your contract:

Accrued penalties

Consider including articles that clearly signify you take payment seriously. An accumulate penalty fee provision is a good example of this — every week that goes past your payment due date means another fine of ₹2500. Such as, sending a customer, a weekly invoice with a small but increasing sum of money overdue is sure to grab their attention.

Your design, your property

For designers working on branding resources like logos, don't be scared to write an article in your contract that expresses your work is your intellectual property until full payment is collected. Make sure that you reiterate this fact when you're showing the primary concepts. It will assist your customers understand that you are an experienced whose work must be respected.

Keep your promises

Whatever dates you've organized in a contract, or that have been agreed on orally with a customer, should be constantly and instantly kept.

If you said you would invoice on X date, do not invoice on Y date. If you know the payment due date is coming up, don't be hesitate about sending an email a week before, with a quiet reminder. Here's an example of what that email could look like:

Hi __,

I hope this email finds you good. I'm emailing you with a quiet reminder that next week, [insert date], your payment for [insert project name] will be due. I'll be sending an invoice in the following days but thought a gentle reminder might help us both remain coordinated!

If you have any concerns or questions, don't be shy to reach out.

Thank you for your time,

Don't forget, nine out of ten customers aren't intentionally trying to tense you, they're humans who might not be as coordinated as you are. Assist them out by friendly guiding them towards payment, before the payment is actually due.

Consider multiple deposits

A 50 per cent deposit in advance is a difficult task, but if a customer believes you will offer them with a solid and beneficial service, you shouldn't hesitate away from asking for it. Many freelancers will ask for a specific percentage before they begin any task. If you know the customer well, or have worked with them before with no disputes, recommend only asking for 30 per cent advance.

If the customer is small, recommend asking for a small percentage at the beginning, but requesting a second payment after the first delivery of payment (like a model of the site) is complete. Some Sales Executives recommend it to be good business to constantly ask for a second payment halfway through a project. That way, if your customer casually decides not to pay you at the end of a project, you'll only be overdue a fraction of the project's total cost. It's not the best case scheme, but it's better than being overdue 100 per cent.

Invoice like a pro

If you're not as well-arranged as you'd like to be, look for solid invoicing instruments to help. Some good accounting software consist of Fresh Books, QuickBooks, or Free Agent. Not only will these resources provide a professional-looking invoice, but they will recall you when payment is overdue.

If you're feeling specifically terrible about having to hustle your customers into paying, many invoicing resources will offer you to write an unpaid invoice reminder email well in advance of your payment due date. That way, you've written your email before any mixed feelings or humility kicks in, and the invoice email can be sent immediately to customers if a payment is declined. This gives you less possibility to hesitate or avoid facing the issue head on.

Communicate

It's already passed the due date for payment, an invoice has been sent, and you are hearing nothing but crickets from your customer. It's time to loud conversation and proud that you will not stand for it. Try executing the following set of conversation rules — each one a step up in energy — that will constantly help your customer get the point that they've got to pay up.

Friendly reminder email

Don't be hesitate with email reminders. There are actually hundreds of possible reasons for why your customer is not answering to you. If you've already emailed an invoice and have got no explanation back, after a few days, send a confirmation email to confirm they have received the invoice.

Hi __,

I hope this email finds you good. I'm emailing to be sure that you received the invoice for [insert project name]. I sent it another day and want to be sure that everything is in order.

A reminder that my payment terms are 7 days [or whatever you agreed on] and your payment will be due on [enter due date].

Thank you for your time,

Invoice follow-up email

If your customer responds you and says they will get around to your invoice soon, without giving you an actual payment date, follow up immediately with an email that repeat your payment terms, and the date of payment or payment period you agreed on.

Hi __,

Happy to hear you got my invoice. A reminder that my payment terms are 7 days after invoicing, and that you are now overdue.

If you're pressurized for time, I'd be happy to turn by your office this week [or a particular date] and pick up the check*. If there's anything else I can do to make the payment process easier, please don't be shy to let me know.

Thank you for your time,

The phone call

If you're still getting radio silence, try calling your contact person — but ensure that you know what you want to say ahead, particularly about when and how you want to receive payment.

Hi __,

It's [name]. I was just calling to see when I can come by the office and receive my cheque?

Or,

Hi __,

It's [name]. I observed that payment hasn't receive through yet. Do you have an idea of when I can predict payment?

Try a new point of contact

If you haven't perceived from your customer after a few weeks, another better strategy is to try another point of contact within the organization.

Hi __,

I hope this email finds you good. As you know, I've been working on [insert project name] for the past few months and I invoiced [client's name] a few weeks back. I'm surprising if he/she is away on business or possibly caught up in other project?

I understand you are busy, so I wanted to appear and see if you had any information for me on how best to continue in order to get paid.

Thank you in advance for your help,

Social shaming

Do not take to Twitter or Facebook and air your customer complaints. Some might suggest you to attach your customers and viral them online, but when you stoop to unprofessional attitude, it eventually indicates poorly on you both (which is the last thing you want).

Bring out the big guns

Some Web Developers have explained the advantages of using a switch when dealing with customers who completely refuse to pay. This tool efficiently works as a CSS fail-safe, and lets Web Developers collapse a website, even if a customer has changed passwords or locked you out of the backside. This is a sample of a disputed option, and we recommend making sure that your customer is made informed that it's a possible consequence for non-payment in a contract clause.

It's necessary to keep in mind that more web-savvy customer can identify how to damage both the kill switch and maintenance mode, so be sure you're ready for any consequences and possibly losing any advantage you previously had.

Be your own advocate

In general, as a Sales Executive you should be working to build strong customer relationships from the very beginning, so that money concerns like slow and non-payment don't emerge.

But in the event that you've taken on that one moves of a customer, don't be scared to be your own advocate. This is your occupation, your time, and your strengths being used up by someone else.

Exercise



1. What do you understand by overdue collection?

2. Who deals in collecting overdue from clients?

3. Write some key points through which you can collect dues invoices from clients.

4. How to communicate with late payment clients in different ways?

UNIT 4.3: Basics of MIS

Unit Objectives

At the end of this unit, you will be able to:

- Ensure that the advertisement rates are higher or equal to the benchmark rates set by the organization.
- Negotiate volume discounts with agencies to sell inventory in advance at rates that are in line with benchmark discount rates set by the organization.
- Identify opportunities to cross-sell other sources of revenue such as media integrations, events and activations etc.
- Negotiate barter deals with clients after carrying out a detailed cost-benefit analysis to ensure that the deal would be beneficial for the organization.

4.3.1 Introduction to MIS

Management Information Systems (MIS), referred to as Information Management and Systems, is the discipline covering the application of people, technologies, and procedures collectively called information systems, to solving business problems. "MIS' is an organized system of gathering, storing and distributing the data in the form of information required to execute the functions of management. "Academically, the term is generally used to specify to the group of information management system tied to the automation or assistance of human decision making, e.g. Expert Systems, Decision Support System and Executive Information Systems.

1. Management

Management is art of getting things done through and with the people in formally organized groups. The basic functions performed by a manager in an organization are: Planning, controlling, staffing, organizing, and directing.

2. Information

Information is considered as valuable component of an organization. Information is data that is processed and is presented in a form which assists decision maker.

3. System

A system is defined as a set of elements which are joined together to achieve a common objective. The elements are interrelated and interdependent. Thus every system is said to be composed of subsystems. A system has one or multiple inputs, these inputs are processed through a transformation process to convert these input(s) to output.

Objectives of MIS

- MIS collect data from multiple internal and external sources of organization. Data collecting may be manual or through computer device.
- The collected data is processed to modify into useful information. Processing of data is completed by such activities as calculating, arranging, categorizing, and summarizing.
- MIS stores the processed or unprocessed data for subsequent usage. If any information is not urgently needed, it is stored as an organization record, for future use.
- MIS fetches information from its stores as and when needed by different users.
- Information, which is a finalized product of MIS, is distributed to the users in the organization. It is periodic or online through computer terminal.

The importance of the MIS in a company can be correlates to the importance of heart in the body. The information is the blood and MIS is the heart. In the body, the function of heart is supplying pure blood to all the parts of the body including the brain. The heart works faster and supplies more blood when required. It regulates and controls the incoming impure blood, processes it and circulate it to the destination in the amount required. It fulfills the demand of blood supply to human body in regular condition and also in emergency. The function of MIS is exactly the same in the organization.

- The system assures that a relevant data is collected from the multiple resources, processed, and sent further to all the required destinations. The system is expected to fulfill the information requirements of a person, a group of person, the management executives: the managers and the top management.
- The MIS satisfies the various requirements through a variety of systems such as Query Systems, Analysis Systems, Modeling Systems and Decision Support Systems the MIS assist in Strategic Planning, Management Control, Operational Control and Transaction Processing.
- The MIS support the accounting staff in the transaction processing and resolving their issues on the data related to the transaction, the status of a specific record and references on a variety of documents. The MIS assist the junior management employees by maintaining the operational data for planning, organizing and regulate, and guides them further in decision making at the operational level to correct an out of control situation.
- The MIS supports the middle management in short them planning, goal setting and regulating the business functions. It is maintained by the use of the management tools of planning and regulations. The MIS supports the top management in target setting, strategic planning and developing the business policies and their utilization.
- The MIS plays the role of information production, communication, problem recognition and assist in the procedure of decision making. For that reason, the MIS plays a crucial role in the management, regulation and operations of an organization.

To facilitate the management decision making at all levels of company, the MIS must be integrated. MIS units are companywide. MIS is accessible for the Top management. The top management of organization should play a dynamic role in designing, customizing and maintenance of the whole organization vast management information system. Information system and Information technology have evolved an essential element of any successful business and are considered as major functional fields just like any other functional field of a business management like marketing, finance, production and HR. Thus it is necessary to understand the area of information system just like any other functional area in the business. MIS is important because all businesses have a demand for information about the projects which are to be executed. Information and technology is used as a tool to deal with issues and giving opportunities for increasing production and quality. Information has always been valuable but it has never been so accessible, so latest and so amazing. Efforts have been made for gathering and recovery of information. However, challenges persist in the choice evaluation and analysis of the information that will make better in decision making and productivity.

MIS for a Business Organization

- Consider inputs as a demand from the clients and outputs as supply to the clients. Maintain existing operations and use the system to affects further methods of working.
- MIS helps progression of a business organization by providing proper information, maintenance and improvement which maintains flexibility in the operation of a business organization.
- MIS supports the decision making by staff members in their daily operations. MIS also encourages managers in decision making to achieve the targets and objectives of the company. Various analytical designs and IT tools are used for the plan developing strategies to fulfill competitive demands.
- Today each business is performing in a competitive market. MIS helps the organization to develop relevant strategies for the business to survive in a competitive environment.

Exercise



1. What is MIS?

2. What are the objectives of MIS?

3. Why MIS is essential for business organization?

4. What are the functions of MIS in organization?

5. Health & Safety Comply with Workplace



Unit 5.1 – Safety, Health, and Hygiene

Unit 5.2 – First Aid



Key Learning Outcomes



At the end of this module, you will be able to:

1. Observing and understand the current health, safety, security policies and procedure of organization.
2. Understand the safe working practices pertaining to own occupation.
3. Understand the government rules and policies related to the health and safety including emergency procedures for accidents, illness, fires or others.
4. Identifying the person responsible for health and safety in the working area, including those persons whom to contact in emergency.
5. Identifying the security signals in the workplace fire alarms, staircases, fire warden stations, first aid and medical rooms.
6. Identifying the possible work hazards in the working area which can cause risk to others health and safety.
7. Ensuring own and others health and safety in the workplace through precautionary measures.
8. Identify and recommend the basic terms and opportunities to the designated person of your workplace for improving health, safety, and security.
9. Identify and correct the cause of accidents, illness, and fires in your working area and within the limits of individual's authority.

UNIT 5.1: Maintain Workplace Health and Safety

Unit Objectives



At the end of this unit, you will be able to:

1. Observing and understand the current health, safety, security policies and procedure of organization.
2. Ensuring own and others health and safety in the workplace through precautionary measures.
3. Identify and recommend the basic terms and opportunities to the designated person of your workplace for improving health, safety, and security.

5.1.1 Introduction:

Emergency evacuation is needed when staying within the building not safe anymore. Every organization has an evacuation procedure. Every organization has a safe place within the organization compound or outside the organization compound where all employees are expected to assemble in case of an emergency evacuation. The team leader guides the team and takes them to safe place. It is very important in these cases, to assemble at the safe area immediately.

If you do not reach the safe area on time, the team leader who is responsible for your safety will send someone to look for you. This will put the other person's life in danger.

Conditions for Evacuation

Emergencies which require immediate evacuation includes:

- Explosions
- Fires
- Earthquakes
- Hurricanes
- Floods
- Workplace violence
- Toxic material releases
- Tornadoes
- Civil disturbances

Every company has:

- **An evacuation policy.** All the TLs are responsible for informing their employees about it. When the TL is informing you about these details, pay attention. This negligence could cost lives.
- **A designated place for emergencies.** Ensure that you know where it is.
- **A “buddy system” for individuals with special needs or disabilities.** If you are a buddy to someone, ensure that your buddy is safely out of the premises with you.

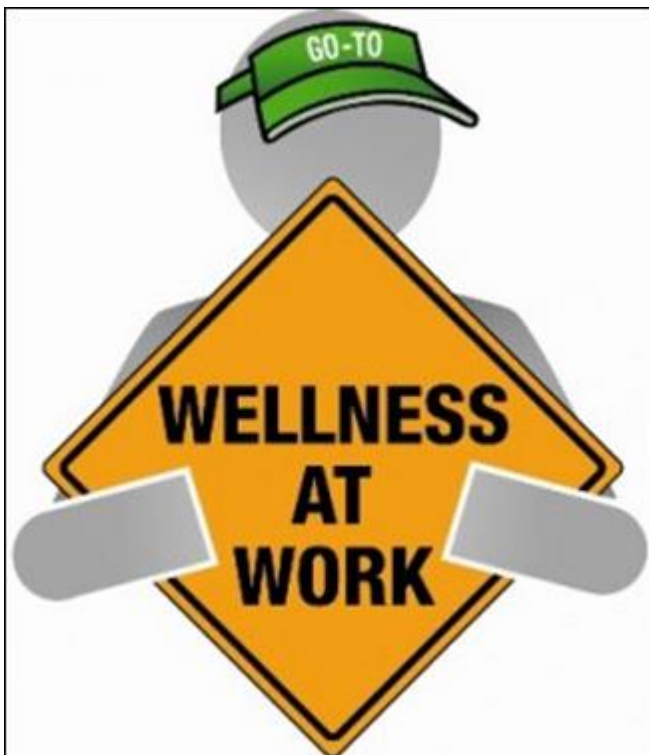


Figure 5.1.1 Conditions for evacuation

- **Floor plans with evacuation routes in work areas.** Ensure that you understand it so that you can use it in time of need.
- **Assembly areas.** These are the areas where you are required to assemble after evacuation.
- **Periodic evacuation drills.** Ensure that you pay attention during those drills. You need to save your life and you can be helpful in saving someone else’s life too.

5.1.2 Mock Drills/ Evacuations

The responsibility of the safety of the workers in case of emergency is on the fire safety and evacuation workers. These workers need to go through the training to know the duties and responsibilities. In a workplace, the practice drill should be done in every 3 months under simulated fire conditions so that the workers know the techniques of saving their and other life. By practicing in the fire drills, all the worker's area able to know the lifesaving method required in case of emergency.

Fare the exercises designed check the staff response as per emergency. It is also a test of the emergency staff, working staff and other members of fire safety department. Sometime the drill is not successful but that's okay because human learn from previous mistakes. But it is important for all the members that they correct their mistake on time. Sometime all the mistakes were not done by the members of staff, the mistake is done the faulty equipment and safety plans. But, there is a need of staff training periodically.



Figure 5.1.2 Mock Drills

There are two vital components for preparing the fire safety plan which are written below:

1. An emergency action plan, which tells the procedure to be optimize in case of emergency.
2. A fire prevention plan, which tells the methods to be optimize to cool the fire as soon as possible.

You need to participate in arranged by organization for your personal safety and also for others safety. These drills help you in understanding the Fire safety and evacuation plans sketch staff duties and accountabilities in time of emergency. Continuing training is required to help safeguard that the employees are conscious of those duties and responsibilities. Firefighting trainings serve as a prospect for staff members to validate, under replicated fire conditions, that they can perform those duties and responsibilities safely and efficiently. It's also a time for the workers or employee to demonstrate about the defend-in-place strategies and also the workers are able to take advantage of facility's fire protection features and exit facilities to protect the people in their care.

Fare excellent exercise designed to evaluate staff response to a replicated emergency. The fare is also a test of facility's fire safety/evacuation strategies and staff training programs. It is not essential that all run smoothly. That's okay, so long as staff and the organization understand from them and correct mistakes made. It's vital, therefore, that there be an analysis of each drill so that any problems met can be addressed. Perhaps the problems are due to unfinished or outdated fire safety/emigration plans. Perhaps there's a need for further training of staff.

The two essential components of a fire preparedness plan are the following:

1. An emergency action plan, which details what to do when a fire occurs.
2. A fire prevention plan, which describes what to do to prevent a fire from occurring.

5.1.3 Medical Emergencies

Everyone plans for emergencies. That is the reason why we keep a first aid kit with ourselves. At work, however one is exposed to a lot of stress and physical activity. This could lead to certain medical emergencies. It's better to be prepared with the first aid measures and knowledge of implementing them on ourselves and on others. This module equips you with that information. Pay attention to these medical emergency procedures to understand how to conduct you in theses crucial movements. Pay attention during these sessions. You might be able to save your own and your friend lives.

5.1.3.1 In case of Medical Emergency

A medical emergency is a situation in which a worker met in accident and needs medical help. The medical injury may be severe or life threatening. Some situation where:

- Person is not inhaling
- Heart attack or stock
- Heavy or severe bleeding
- Electric Shock
- In case of Poisoning
- Person get somebody Burns

In case of medical emergency, the person or victim requires the immediate help. Sometime the person need attention before the you call the emergency helpline.

It is important to know or remember the number of emergency helpline or Emergency Medical Service (EMS) for the safety of self and other workers.

DON'T

- Let the victim to eat or drink anything.
- Confine the victim
- splash any fluid on victim face or on injury.
- shift the victim to another area or place unless it is the only way to protect the victim.

Bleeding

- Apply any type of pressure on the wound of victim with the help of bandage or any other means.
- Elevate the wound to slow the bleeding.
- When necessary, apply the pressure on pressure points near wound to block excess bleeding.

Fainting

- Fainting is a loss of consciousness which is due to temporary reduction flow of blood in the victim's brain.
- The unconsciousness of the victim may lead to more injury in the workplace.
- Slow pulse of the victim.
- The pale, cold skin and sweating of the victim.

Causes of fainting:

- Eating or drinking lack of fluids which is also known as dehydration.
- The low blood pressure of victim.
- Due to lack of sleep.
- Over exhaustion of the worker

First Aid for Fainting:

- Lie down the victim on the back and raise the legs above his heart level.
- Ensure the clearance of victim's nose.
- Check for indication of coughing, or breathing problem.
- Loose the tight cloths like neck ties, collars, and belts.
- If the victim remains unconscious from the 1 minute, call the EMS as soon as possible.

Shock

The shock occurs in the human body on the failure of circulatory system. When insufficient amount of oxygen is reached in the body tissue, the shocks also occur. This condition is treated as soon as possible if not, it may lead to organ failure, and may cause death. Shock becomes worse by fear and pain of victim.

First Aid for shock:

- If possible, keep the victims in lying down position.
- Raise the legs 10-12 inches from the ground level unless you suspect an injury in back and bone.
- If the victim is feeling cold, then cover him. If the victim is feeling hot, then don't make suffocation by covering him.
- If the victim starts vomiting, then move the victim to the suitable place.
- Loosen the tight clothing.

Muscle Cramps

- Stretch out the affected muscle of the victim to counterbalance the cramp part of the body.
- Firmly massage the cramped muscle.
- Apply some kind of moist heat on the affected area.
- If the cramp remains in the muscle, get medical help as soon as possible.
- Rest- avoids movements and activities that cause pain.
- Apply the ice on the cramped muscle it may reduce the pain and swelling of the muscle.
- Applying the light compression like elastic bandage on the affected area may reduce the swelling.
- Raising the affected area above the heart level may reduce the swelling as well as pain.

Fractures

As we all know about the fracture that is the crack or break in the bone.

Dislocation

A dislocation occurs when the bone slips out from the specified location. It generally occurs in the shoulders, thumb, elbow, fingers, lower jaw and other movable joints.

First Aid for Dislocations & Fractures:

- Immobilize the effected part.
- Stabilize the effected part
- Use a cloth as a sling.
- Use board as a sling.

5.1.4 First Aid

First aid is the assistance given to any person suffering a sudden illness or injury with care provided to preserve life, prevent the condition from worsening, or promote recovery.

Kits vary in contents but most kits have the following items:

- Band-Aids / Adhesive bandages
- Gauze pads and tape
- Scissors, cold pack
- Wound bandage / compress
- Eye pads / eye wash solution

- First aid / burn cream
- Antibiotic ointment
- Face shield or barrier mask for providing CPR
- Forceps / tweezers
- Disposable thermometers
- First aid instruction booklet

5.1.5 Personal Protective Equipment's (PPE)

Personal protective equipment (PPE) refers to protective clothing, helmets, goggles, or other garments or equipment designed to protect the wearer's body from injury or infection. The safety by protective equipment includes electrical, heat, physical, biohazards, chemicals, and airborne particulate matter.



Figure 5.1.3 Personal Protective Equipment's

In the workplace, there are many situations which require immediate first aid to the victim and many countries have made some regulation, legislation, and guidance which specify the minimum level of first aid to be given to the victim. For this, the worker needs the special training and area for achieving the immediate first aid. Go achieve this, the training should be given by specialist first aid officer and necessary training given by learning institute. The training of first aid does not need any type of specific tools and equipment but may involve the improvisation with material offered at the time of training.

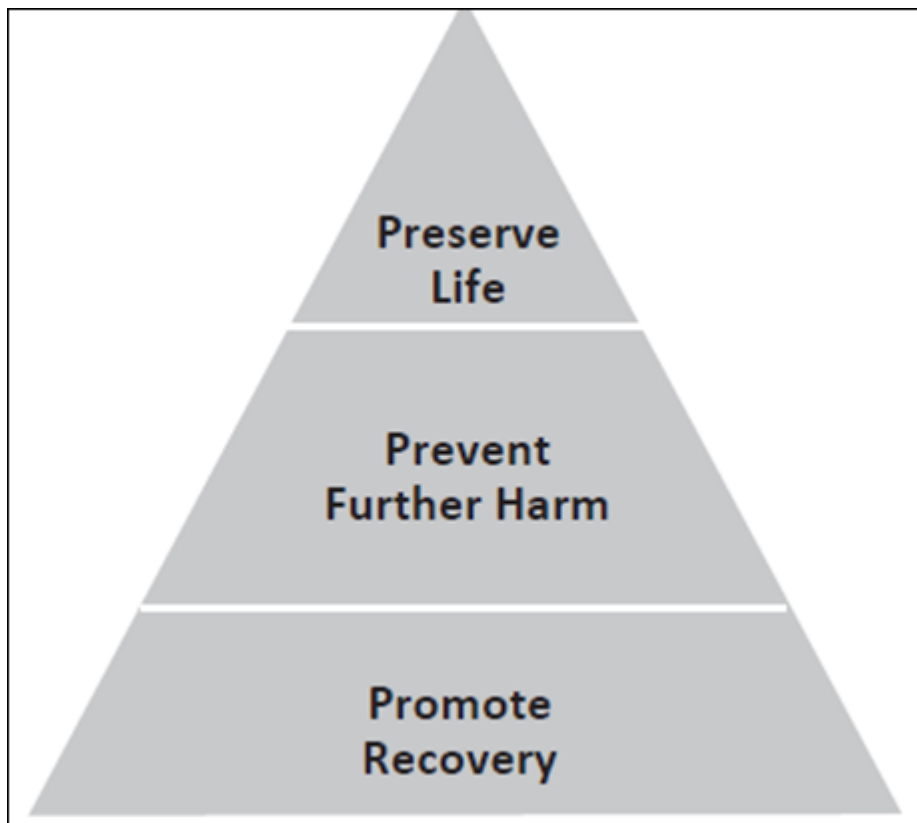


Figure 5.1.4 First Aid pyramid

While delivering First Aid always remember:

- To prevent from degradation.
- Act deliberately and confidently with the victim.
- The timings of Golden Hour should be first 60 minutes from an accident.
- The timings of Platinum Period should be first 15 minutes following an accident.
- Prevent the body shock and choking.
- Stop bleeding from the wound.
- Loosen the clothes of victim.
- Regulate the respiratory system of the victim.
- Avoid crowding near the victim.
- Take the victim to safe place or hospital near the workplace.
- Attend the emergencies situation with ease and without fear.
- Always remember to not overdo. Because the person giving the first aid is not doctor.

Exercise



1. Discuss some general safety rules for working in the workshop.

2. What is PPE and are the common components of PPE?

3. What is an accident and what are the types of accidents?

4. Discuss the types of fire-extinguisher and their uses?

5. Write a short note on health and hygiene?

6. What are the common components of First-Aid kit?

7. What are the symptoms of shock and what should be the first-aid?

8. What are the symptoms of heat exhaustion and what should be the first-aid?
