

Advertising Sales Agent

Aliases: Advertising Executive, Advertising Sales Executive

Industry/Sector(s): Organised Retail

JOB DESCRIPTION ¹

The tasks an Advertising Sales Agent is expected to perform include:

- Selling or soliciting advertising including graphic art, advertising space in publications, custom-made signs or TV and radio advertising time
- Obtaining leases for outdoor advertising sites or persuading retailer to use sales promotion display items
- Consulting with company officials, sales departments and advertising agencies in order to develop promotional plans
- Delivering advertising or illustration proofs to customers for approval
- Drawing up contracts for advertising work and collecting payments
- Explaining customers how specific types of advertising will help in promoting their products or services
- Identifying new advertising markets
- Locating and contacting potential clients in order to offer advertising services
- Maintaining assigned account bases while developing new accounts
- Obtaining and studying information about clients' products, needs, problems, advertising history and business practices in order to offer appropriate assistance

WORK ENVIRONMENT ^{4, 1}

- It is a field job
- The role does not involve team handling
- Local travelling is necessary
- Part-time work and contractual jobs are available
- Work from home option is not available

Working hours

- Work is generally 5/6 days a week and a minimum of 8 hours per day
- There is no shift system available
- Overtime may be involved

Is the job suitable for a candidate with special needs?

This job is suitable for candidates with One Leg (OL), One Arm (OA), those who are Blind (B) and for those who are Hearing Impaired (HH)

This may vary from organization to organization

HEALTH AND SAFETY REQUIREMENTS/RISKS ⁵

This job is not considered hazardous or dangerous as per The Factories Act, 1948 (section 87)

EDUCATIONAL QUALIFICATIONS AND TRAINING ⁶

Preferably, graduation/post graduation degree with specialisation in business

KEY COMPETENCIES ¹

- Knowledge of advertising including graphic art, advertising space in publications, custom-made signs or TV and radio advertising
- Knowledge of contracts for advertising work
- Knowledge and ability to guide customers on various advertising methods for their respective products/services
- Knowledge of advertising markets, products and expertise in researching new markets
- Knowledge of potential clients and their location
- Knowledge of clients' products, needs, problems, advertising history and business practices
- Working knowledge of preparing and delivering sales presentations to new and existing customers

DESIRABLE COMPETENCIES ¹

- Good communication skills
- Planning and organising skills
- Negotiation and persuasive skills
- Problem-solving skills
- Presentation skills

PERSONALITY TRAITS

- Good communication skills
- Planning and organising skills
- Relationship management skills
- Negotiation and persuasive skills
- Problem Solving skills
- Time management skills
- Presentation skills
- Stress and pressure management

AVAILABLE SKILL TRAINING AND LEARNING INSTITUTES ⁸

MBA colleges across India

AVAILABLE SKILL TRAINING SCHEMES/SCHOLARSHIPS

For scholarship and schemes, use further links like:

- <https://scholarships.gov.in/main.do>

SAMPLE OF TRAINING AND LEARNING COURSES

http://www.kanpuruniversity.org/syllabus/advertising_sales_promotion_sales_management.pdf

CAREER PROGRESSION PATH ¹

Advertising Sales Agent → Advertising Specialist → Advertising Supervisor → Advertising Manager
→ Advertising Director

The progression is indicative

Transfer option

- India: Yes

- Abroad: Yes

(*This field to open the relevant job title when clicked)

EXPECTED EARNINGS ⁷

- For new entrants - Rs 7,500 to Rs 13,000 per month

- For candidates with experience - Rs 13,000 to Rs 20,000 per month

These figures are indicative and subject to change

REQUIRED WORK EXPERIENCE ⁶

Some organizations hire new entrants too

CURRENT MARKET TRENDS ¹⁵

Growth and Development in the Organised Retail Sector in India

Retail is one of the most fast-paced and dynamic sector in India today. This sector employs about 8% of the working population. Globally, India is the fifth-largest retail destination in the world. With the emergence of international and multinational players, the retail space scenario is evolving at an accelerated pace. Experts are predicting that this sector will rope in twice as much revenue in the next 4 years. One of the biggest reasons for this is the growth in income, rapid urbanization, and shifts in people's perception and attitude.

Foreign Direct Investment (FDI) is one of the reasons for this sector to expand and grow the way it is growing. International players like Amazon, Adidas, Walmart, Aeropostale Lulu group, Sbarro, IKEA, and many others have tied up with Indian companies to set-up outlets and stores across India. Some of these companies have even got permission to set-up 100% foreign-owned stores in various cities in India. Government initiatives have also boosted this sector. Introduction of Goods and Service Tax (GST) will enable smoother movement of goods across the country thereby improving the way pan-India retailers operate. Government of India has also relaxed certain rules and regulations with respect to foreign investment. This will lead to an increase in the FDI received.

A growing trend that is observed is the increase in online shopping brought about by a growing increase Internet usage. E-commerce segment is expected to be at par with the physical stores in the next 4-5 years in terms of revenue generated. Online shopping is also expected to reach and expand their hold in Tier II and III cities. All these factors will have a positive impact on the job market in India.

PROBABLE EMPLOYERS ⁶

- Advertising organizations
- Marketing organizations
- Corporates that have in-house advertising teams

JOB OPPORTUNITIES IN INDIA

Cities across India

PEOPLE'S CORNER

Coming Soon

KEYWORDS

- Advertising Sales Agent
- Advertising Executive
- Advertising Salesman

OCCUPATIONAL CODES AND STANDARDS

Standard	Code	Description
NCO 2015	5211.0100	Advertising Sales Agent
ISCO 2008	5211	Stall and Market Salespersons
NIC 2008	73100	Advertising
QP Reference	Not available	Not available
NSQF	Not available	Not available

REFERENCES

1	National Classification of Occupations Division 5
4	http://socialjustice.nic.in/policiesacts3.php
5	http://www.advocatekhoj.com/library/bareacts/factories/index.php?Title=Factories%20Act,%201948
6	http://www.payscale.com/research/IN/Job=Advertising_Sales_Representative/Salary
7	http://www.naukri.com/advertising-sales-jobs
8	http://www.payscale.com/research/IN/Job=Advertising_Sales_Representative/Salary
9	http://www.hierarchystructure.com
10	http://www.jagranjosh.com/careers/advertising-1284036846-1 www.workabroad.ph
11	www.timesjobs.com www.shine.com
12	www.timesjobs.com www.shine.com

13	http://www.nsdcindia.org/sites/default/files/files/Executive-Summary-Retail.pdf
14	www.naukri.com
15	http://www.ibef.org/industry/retail-india.aspx
16	National Classification of Occupation Division 5
17	National Classification of Occupation Division 5
18	http://www.naukri.com/advertising-sales-jobs
19	http://www.naukri.com/job-listings-Sales-Associate-Ad-Sales--Amazon-Development-Centre-India-Pvt-Ltd--Bengaluru-Bangalore-1-to-3-years-280516001923?src=seo_srp&sid=14652967072531&xp=8&qp=advertising%20sales&srcPage=s