

CCSMB9

Negotiate with music outlets to persuade them to stock products or take out product licences



Overview

This unit is about effectively managing the sale and distribution of all products to an account base of Independent Music Retailers and Mail Order Accounts. This includes contributing to pre-sale strategies, identifying opportunities for business development and collating and reporting sales information. It is also about negotiating with online music providers about issues including digital rights management.

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Performance criteria

Contribute to pre-sale strategies

You must be able to:

- P1 contribute to the communication of all relevant release information to account base – with focus on pre-sell and creating pre-awareness for both established and development Artists and Projects
- P2 ensure orders of all label titles including New Release, Best Sellers and back Catalogue are processed in good time
- P3 deliver accurate sales forecasts by title for your account base
- P4 deliver accurate quarterly turnover forecasts for your account base
- P5 explore new initiatives that will result in increased sales of label product in your account base
- P6 ensure releases are 'Playlisted' and profiled
- P7 distribute ticket requests for gigs and showcases

Identify opportunities for business development

You must be able to:

- P8 identify areas for business development to ensure maximisation of account base

Collate and report information on sales

You must be able to:

- P9 input album and single presale details on internal information systems
- P10 compile information on racks and walls, and point of sale opportunities in retail
- P11 attend weekly sales meetings where necessary
- P12 chase sales notes from marketing assistants
- P13 send out midweek sales figures on all releases
- P14 compile and send price check form to reps & national accounts
- P15 order point of sale material and send this out to reps
- P16 enter orders for sales team / office accounts as required
- P17 put posters up in the display cases where necessary
- P18 order car stock when required

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Knowledge and understanding

You need to know and understand:

- K1 the importance of strong negotiation, especially in customer meetings
- K2 the importance of strong communications and delivering dynamic presentations both internally and externally to retail
- K3 an in-depth knowledge of the target market & product
- K4 pre-sale requirements
- K5 point of sale and the requirements of retail
- K6 opportunities that may allow business development
- K7 digital rights management
- K8 the retail industry and the nature of Fast Moving Consumer Goods

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Relevant occupations Arts, Media and Publishing; Performing Arts; Crafts, creative arts and design; Media and communication; Artistic and Literary Occupations; Communications; Elementary Sales Occupations; Sales and Related Associate Professional

Suite Music Business (Record Labels)

Key words music outlets, sales, shops, stores, product, CDs, retailers, mail order, negotiating, digital recordings