

## CCSMP17

Negotiate with book and general outlets to persuade them to stock printed music and books



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### Overview

This unit is about effectively managing the sale and distribution of all products to an account base of Music Retailers and Mail Order Accounts. This includes contributing to pre-sale strategies, identifying opportunities for business development and collating and reporting sales information

See also CCS13 Present a positive image of yourself and your organisation through effective communication and CA19 Use presentation software

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### Performance criteria

- You must be able to:*
- P1 contribute to the communication of all relevant publication information to account bases
  - P2 ensure orders are processed in good time.
  - P3 deliver accurate sales forecasts by title for your account base.
  - P4 deliver accurate turnover forecasts for your account base in line with organisational requirements.
  - P5 identify areas for business development to ensure maximisation of account base.
  - P6 input advance order details for new titles on internal information systems
  - P7 attend sales meetings as necessary.
  - P8 enter orders for sales team / office accounts as required.
  - P9 order 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 opportunities and the requirements of retail
- K6 opportunities that may allow business development
- K7 digital rights management
- K8 the retail industry

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**Developed by** Creative and Cultural Skills

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**Originating organisation** Creative and Cultural Skills

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**Relevant occupations** Arts, Media and Publishing; Performing Arts; Crafts, creative arts and design; Media and communication; Publishing and information services; Artistic and Literary Occupations; Sales and Related Associate Professionals

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**Suite** Music Business (Publishing)

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**Key words** music business, music publishing, sales, printed music, music books

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