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# Example of Sales Planner Job Description

Our innovative and growing company is searching for experienced candidates for the position of sales planner. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for sales planner

* Manage Account Executive's desk of business
* Ideate strategic digital solutions with AE
* Build custom sales presentations
* Work with your manager to utilize historical data to support strategic decisions about new sales programs
* Resolution of contract discrepancies
* Preparation and revision of proposals using Order grid system to be presented to clients/agencies
* Attendance and participation in Sales Planner training sessions
* Familiar with research products, Nielsen and MRI
* Build media plans and schedule units based on inventory avails
* Resolve any traffic and financial discrepancies

## Qualifications for sales planner

* Minimum 2 years media sales related experience
* Digital Media’s key responsibility is to sell advertising across all new media platforms for DCL, therefore the candidate must be able to think about emerging technologies, the marketing and advertising needs of the client, DCL capabilities in these platforms
* Experience using internet ad serving system and order management systems
* Must be willing to work in Chicago
* Minimum of two years experience in advertising business
* Familiarity with research and other source materials such as Nielsen, MRI, Ad\*Views, and Redbook