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# Example of Sales Planner Job Description

Our growing company is searching for experienced candidates for the position of sales planner. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for sales planner

* Aggressively track trends – both industry news and competitive sites
* Provide outstanding communication with the external clients the Sales Team in the service and execution of sold programs
* Participate in Sales presentations and negotiations lead generation, cold calls, and business socials
* Use Turner systems to prepare and revise media proposals
* Create client profiles and prepare Account Executives for meetings
* Work with Marketing to create client solutions and promotional ideas for advertisers
* Prepare post-analysis reports/decks for post-sell meetings
* Collaborate with the Sales Assistants to track liability and arrange for underdelivery schedules
* Build internal and external relationships and help Account Executive plan events for clients
* Preparation of all post analysis Resolution of contract discrepancies

## Qualifications for sales planner

* Complete knowledge of the terminology and procedures of the advertising sales process, including media math
* Familiarity with AdWords and YouTube CMS a plus
* Excitement for and familiarity with the rapidly evolving online video space will be a huge plus as we evaluate candidates
* Minimum 1 year experience in media sales/buying or advertising trafficking required
* Previous experience in television business environment strongly preferred
* Must be able to communicate effectively and professionally with internal and external customers