

SKSPP03

Cost a post production project and negotiate with a client



Overview

This Standard is about obtaining a booking that is feasible and likely to be beneficial to the post production house in terms of profitability and profile. The manner of negotiation is a combination of firmness and diplomacy.

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Performance criteria

You must be able to:

- P1 identify what is possible in terms of technical feasibility, cost, timing and resources consistent with what the client wants to achieve
- P2 identify the benefits for the business to be obtained from the project consistent with company strategy in terms of profitability, company profile (reputation) and developing or maintaining the relationship with the client
- P3 estimate from the client's overall budget what they have available for post production
- P4 find solutions that meet the client's needs and with features and benefits that will be attractive to them
- P5 decide if you want the project on grounds of profitability or reputation
- P6 identify what skills or equipment you may need from outside sources
- P7 propose costs and a schedule for the project that are:
 - P7.1 in line with the benefits to be obtained for the business and what the client needs to achieve
 - P7.2 consistent with company policy on including contingencies and extras
 - P7.3 capable of being delivered by the resources available
- P8 identify when to advise the client to use more cost effective alternative services
- P9 give clients enough time to discuss your proposals and their implications fully
- P10 agree with clients the work to be done and the price of the work
- P11 agree with the client a booking for the project that is capable of delivering the result they need and bring acceptable benefits to the business
- P12 respond to the client's needs and negotiating position with valid information, respect for their aspirations and an intention to resolve any differences
- P13 identify opportunities to offer additional services
- P14 complete contract administration

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Knowledge and understanding

You need to know and understand:

- K1 strategy for costing projects including the creative input
- K2 conventions and rates for costing specific elements of work
- K3 company policies on costs and rates
- K4 technical capabilities of the facility and the people available
- K5 current viewing standards and current professional, national and international deliverable standards and expressions of best practice for a range of platforms
- K6 timing of processes and workflows and their costs
- K7 skills and equipment that can be sourced externally
- K8 workflow planning and choice of workflow
- K9 problems and risks associated with different kinds of project
- K10 the creative contribution that the people available can make to a project
- K11 who to consult for further information or guidance on different kinds of project or technical requirements
- K12 how to understand a client's needs beyond their initial request
- K13 how to present answers to questions and proposals in a way that a potential client will technically feasible
- K14 techniques of negotiation

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