

# Negotiating: tying the knot

**A skill for life**



A Video Arts production  
featuring Dawn French, Neil Flynn  
and Trevor Phillips.

## Negotiating: tying the knot

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A skill for life

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## Titles in this series:

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**Absence minded:** managing absenteeism  
**An inside job:** meeting internal customer needs  
**Building the perfect team:** Belbin's team role theory in action  
**Can you spare a moment?:** counselling skills for managers  
**Demanding customers:** customer care made perfect  
**Does the team work?:** improving effectiveness through teamwork  
**First among equals:** leading a team  
**How am I doing?:** the performance review  
**How to lose customers without really trying:** keeping the customer satisfied  
**I wasn't prepared for that:** overcoming the fear of making presentations  
**I'd like a word with you:** the discipline interview  
**If looks could kill:** the power of behaviour  
**It's your choice:** selection skills for managers  
**Meetings, bloody meetings:** making meetings more productive  
**More bloody meetings:** the people side of meetings  
**Negotiating - tying the knot:** a skill for life  
**No complaints?:** complaints and the customer  
**Not my type:** valuing diversity  
**On the receiving end:** making call centres more effective  
**Performance matters:** the importance of praise  
**Performance matters:** the need for constructive criticism  
**Project management:** leading a project team  
**Report writing:** the art of writing a good report  
**Selecting the perfect team:** utilising internal and external resources  
**Sell it to me! parts 1 & 2:** essential skills for a salesperson  
**Straight talking:** the art of assertiveness  
**Talking to the team:** how to run a team meeting  
**Team spirit?:** how to be an effective team member  
**Telephone behaviour:** the rules of effective communication  
**The balance sheet barrier:** the basics of business finance  
**The best of motives, parts 1 & 2:** informing and involving  
**The dreaded appraisal:** both sides of the appraisal interview  
**The grapevine:** communicating in a world of change  
**The helping hand:** coaching skills for managers  
**The paper chase:** cutting back on paperwork  
**The unorganised manager, parts 1 & 2:** damnation and salvation  
**The unorganised manager, part 3:** divine intervention  
**The ultimate change show:** managing change  
**The ultimate stress show:** managing stress  
**Who sold you this, then?:** effective after-sales service  
**You'll soon get the hang of it:** the techniques of one-to-one training

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**SSW-1-SSW-30** Self-study workbook\*

**OHP-1-OHP-10** Presentation 'slides'/OHPs\*

Certificate\*

\*Copies of these resources are available on the enclosed computer disk and on the DVD disc allow you to customise them to your specific requirements and to print the required number of copies from the master for the sole purpose of the training envisaged by the programme, and not for any commercial purpose.

# Video-based training from Video Arts



Congratulations on choosing **Negotiating: tying the knot** from Video Arts to help develop the skills in your organisation. Video Arts is recognised as the world leader in video-based training, with over 30 years' experience in staff development. With more than 250 programmes on video, DVD and e-learning/on-line covering all the essential skills of business, you can remain confident that training with Video Arts is the most effective way to improve the skillset of the people within your organisation.



Negotiating is a life skill that everyone has to employ in their private as well as their working lives.

## Why train?

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### **Train hard, fight easy - Marshal Zhukov**

These days, it is difficult for organisations to become successful and stay that way. The pace of change is faster, competition is tougher, customers are more demanding, innovation is more prized, but harder to achieve.

Part of the response has been to create leaner, flatter, more flexible structures, but structures don't run organisations and create success, people do - intelligent people, energetic people, reliable people and, most of all, people with the right mix of up-to-date knowledge and skills.

That means people who are trained, not for a lifetime's work, not just once in a while, but as a central, continuing part of their working lives.

## Why use video-based training?

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**Video is familiar.** Television is how most people find out what is going on in the world. It is not surprising that this is a medium they are comfortable to learn from when they are being trained.

**Video makes demonstration easy.** We can show situations being handled badly. We can contrast that with how to handle them well.

**Video is flexible.** It can be the cornerstone of a course run for a group by a specialist trainer. It can quickly provide simple, clear lessons for a team whenever it is convenient for them. It can bring interest and enlightenment to a self-study programme.

**Video injects realism.** It lets us present those being trained with emotional, as well as rational, problems to solve. Ask a group '*how would you deal with an angry customer?*' and you will get a tidy, textbook answer. Use video to confront them with an angry customer and you will get a much more realistic reaction.

**Video provides variety.** Different people learn in different ways and none of us have an infinite attention span. Video provides us with a powerful means of injecting variety into our training.

## Why use Video Arts' programmes?

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### **Winston Churchill once said that he loved to learn, but hated being taught.**

That is the secret of successful training: how to help people who want to learn. We do it by combining:

A storehouse of professional knowledge and expertise, developed over 25 years and drawing on some of the best minds in the business.

The highest possible production values, both in the videos we produce and in the support material that goes with them.

The magic ingredient - humour - which can make a delight of the dullest subject.

# Introduction

Negotiation is the process people go through to get the best results, and the right results, from a situation where two sides each want something from the other and each has a number of cards to play in order to influence the outcome.

You don't have to be Henry Kissinger or a UN Special Envoy to need good negotiating skills. We all need them, whether in business, public service or at home:

*'If we can pay you a fair price, can you guarantee the right quality?'*

*'You kids can have tickets for the cinema tomorrow provided you're in bed early tonight.'*

So while many organisations regularly train their salespeople in negotiation skills, that's not the sum of it. You may be buying rather than selling, dealing with an internal supplier or internal customer, dealing with another team in the organisation, dealing with the executive board on a major investment proposal, dealing with a team member on their behaviour or work habits.

**Negotiating: tying the knot** is a video and training programme which teaches the key skills of negotiating by highlighting the three main stages of the process. Rather like a ballet or a stage fight, every negotiation can be choreographed along fairly predictable lines. But unlike a stage fight, in good negotiations the end result should be neither thrill nor spill, and definitely not kill. It should be mutual victory for both sides.

The lessons of the video and the course are cumulative, and mirror the self-discipline that a good negotiator has to impose in moving steadily through the three stages of the negotiating process.

## Objectives

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New and not-so-new negotiators who work their way through the **Negotiating: tying the knot** training programme will:

- Assess their own negotiating style
- Be able to prepare for negotiation
- Understand the three key stages of a successful negotiation and know what to do, and what to avoid, at each stage:
  - what's this negotiation about?
  - the negotiating see-saw
  - how to behave when things go wrong
- Devise an Action plan to improve their abilities as negotiators

## Using Negotiating: tying the knot

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- **Dual use.** The programme can be used either as a conventional training course with a small group, or for self study by individuals. The pack contains guidance and appropriate materials for each use
- **Resources on disk.** Most of the support materials, such as OHPs and the workbooks, are supplied on disk. This makes it easy for you to customise them to your specific requirements and allows you to print as many copies as you need for group or individual use

## The target audience

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The training programme is designed for people at any level in an organisation who handle negotiations. It could be offered to a group comprising sales people, to one of buyers, to managers responsible for staff appraisal and rewards, indeed for any group of people.

## The course leader

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You do not have to be a professional trainer to lead a group through the programme. Line managers will be able to deliver this course with confidence by using the materials and detailed guidance provided.

## Further resources

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Other titles available from Video Arts which will help you improve your team's negotiating skills include:

- **A good person to do business with** This drama starts where most sales training videos leave off. It assumes an understanding of the basic concepts and explores the subtle and sophisticated interaction between salesperson and prospect
- **Agreed!** No matter how important a new plan or idea is to you, there will be others who need convincing. This programme sets out a process for working towards a win-win result, concentrating on issues rather than personalities
- **Sell it to me parts 1 & 2** This two-part programme shows two people, one new to selling and the other an experienced salesperson, but both with a lot to learn. Part 1 covers preparing the way and part 2 covers doing the deal
- **So you want to be a success at selling?** This classic four-part series featuring John Cleese is ideal for new sales recruits or as a refresher for experienced members of the sales force. Part 1 covers preparation, part 2 presentation, part 3 difficult customers and part 4 closing the sale
- **Successful negotiating** This is one of the Self-development workbook series from Marshall Publications
- **The complete telesales training kit** This is a comprehensive training kit containing everything you need to train staff who sell over the phone. It provides accessible, easy-to-use reminders of the basic principles of telephone selling. It contains 11 video segments, trainer's guide, resources binder, handouts, worksheets and 45 OHPs
- **The salesperson's pocketbook, The sales excellence pocketbook and The negotiator's pocketbook** are all part of the hugely successful Management Pocketbook series
- **The unorganised salesperson part 1: valuing your customers** No matter how hard salespeople work, if they are not properly organised they will not be effective. This programme shows sales staff how to recognise long-term, profitable sales opportunities and keep these customers satisfied
- **The unorganised salesperson part 2: valuing yourself** This sequel to part 1 shows sales staff how, by valuing themselves, they will in turn be valued by customers as people who can offer them specialist knowledge

# What the pack contains

## The Negotiating: tying the knot video

**Negotiating: tying the knot**, presented by Trevor Phillips, stars Dawn French as Kate and Neil Flynn as Charley. It compares negotiating a pre-nuptial agreement with business negotiations. The happy couple learn that to negotiate effectively they must also learn to work together, and by doing so reach the blissful outcome of a 'win-win' result. The lessons apply to any and every negotiation, no matter how private or public.

We see the two key characters first making mistakes and getting things wrong, but each time they learn a little more and we see them replay the same scenes and get things right. By the end of the programme, both have learned some useful lessons and agreed on a successful outcome, which has benefits for both sides.

The video does not guarantee a successful outcome in every case, since that depends on a whole range of factors. But its lessons will give you the best possible chance of negotiating a mutually acceptable deal.

## Course leader's guide

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- An outline of a half-day programme
- How to prepare the programme
- A detailed session plan. This tells the course leader precisely what to do and which resources to use in each session of the programme

## Group training workbook

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This workbook allows those taking part in a group training course to record the conclusions they reach during the various sessions and the actions they propose to take as a result of the course. The workbook is supplied both on the DVD, and on computer disk.

It also contains a copy of the course objectives and programme and a set of notes which summarise the main points of **Negotiating: tying the knot**.

## Self-study workbook

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This workbook, which is supplied both on the DVD and on computer disk, contains detailed instructions which enable individuals to work systematically through the programme. Users are prompted to record their answers to questions about what they have seen and to produce an Action plan.

The workbook also contains a set of notes which summarise the main points from **Negotiating: tying the knot**.

## Links to NVQs

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Both workbooks contain a checklist of material which those who have taken part in the programme should collect, such as preparation notes and agreements from successful negotiations. These will form a portfolio of evidence which they can use to support a claim for competence in elements of NVQs.

## Presentation 'slides'/OHPs

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These are master copies supplied both on the DVD and in Microsoft® PowerPoint® on computer disk for printing onto acetate or for use as a computer-driven 'slide' show.

## Certificate

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The DVD and one of the disks also contain a blank certificate which users can customise and issue to those who have completed the course based on **Negotiating: tying the knot**.

## Computer disks

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As explained above, the computer disks contain copies of:

- Objectives and programme (Microsoft® Word®)
- Group training workbook (Microsoft® Word®)
- Self-study workbook (Microsoft® Word®)
- Presentation 'slides'/OHPs (Microsoft® PowerPoint®)
- Certificate (Microsoft Word)

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# Course leader's guide

Course programme

How to prepare the programme

**Session 1** Introduction

**Session 2** What kind of negotiator am I?

**Session 3** Be prepared

**Session 4** **Negotiating: tying the knot**

**Session 5** What's it all about?

**Session 6** The negotiating see-saw

**Session 7** When things go wrong

**Session 8** Action plan



# Course programme

This is a suggested programme for a half-day course based on **Negotiating: tying the knot**.

You may choose to incorporate additional sessions to cover key points specific to your organisation, or just take elements of the course and run a series of short sessions covering each aspect of **Negotiating: tying the knot** individually.

If you would like help in facilitating this course or in adapting it to your specific requirements, call Video Arts Training Services. An experienced training consultant can advise you or, for an agreed fee, design and run a course for you.

**Video Arts Training Services can be contacted at:**

Video Arts Limited  
Tel: 020 7400 4800  
email: [info@videoarts.co.uk](mailto:info@videoarts.co.uk)

The programme overleaf is an outline of the course.

Each session is covered in detail later in the Course leader's guide.

The video stars Dawn French as Kate and Neil Flynn as Charley.



<b>Session no.</b>	<b>Session content</b>	<b>Approx. timing</b>
<b>Session 1</b>	<b>Introduction and objectives</b> • Welcome and housekeeping • Objectives	<i>10 mins</i>
<b>Session 2</b>	<b>What kind of negotiator am I?</b> • Questionnaire • Discussion	<i>30 mins</i>
<b>Session 3</b>	<b>Be prepared</b> • Exercise • Discussion	<i>30 mins</i>
<b>Session 4</b>	<b>Negotiating: tying the knot</b> • Video	<i>35 mins</i>
<b>Break</b>		<i>15 mins</i>
<b>Session 5</b>	<b>What's it all about?</b> • Discussion • Exercise	<i>40 mins</i>
<b>Session 6</b>	<b>The negotiating see-saw</b> • Discussion • Exercise	<i>35 mins</i>
<b>Session 7</b>	<b>When things go wrong</b> • Discussion • Exercise	<i>30 mins</i>
<b>Session 8</b>	<b>Action plan</b> • Video summary • Discussion	<i>15 mins</i>
<b>Total:</b>		<i>4 hours (including break)</i>