

Story Board/Video Script to explain Negotiation Strategy.

Learning Objectives

Chapter #	Chapter Title	Learning Objectives
1	Negotiation Strategy	To understand about negotiation and negotiation strategy
2	Team Negotiation	To gain knowledge about team negotiations, roles and responsibilities of team members, and lead negotiator
3	FPP Negotiation Strategy Sheet	To understand importance of negotiation strategy sheet

Chapter 1

Screen #	Screen Name	OST	Narration	Graphic Suggestions
1	Title	Negotiation Strategy	Negotiation Strategy	Character Alex - Animated Character explains entire chapter
2	Negotiation Strategy	Negotiation Process exists in all the phases in a business such as deal making, employment discussions, corporate team establishment, contracts, disputes, resource compensation, business acquisitions, leases, and fulfilment of contract obligations.	<p>Negotiation - a process between two parties or individuals aiming to settle at a common ground and reaching an agreement to settle a matter with mutual concern.</p> <p>For example, negotiation exists when you are bargaining to purchase a product from a merchant and when you are demanding compensation with your employer</p>	Alex presents about negotiation process with transitions.
3	Negotiation Scenarios	<p>Negotiation Examples:</p> <ol style="list-style-type: none"> 1. Haggling occurring between a merchant and a tourist in a bazaar. 2. Negotiation in a service provider firm for the contract 	<p>Joseph is a negotiator of a service provider firm, who negotiates the amount of contract with John, other negotiator of service firm.</p> <p>Joseph: We deliver our services at cost \$ 35,000 John: We can outsource at cost \$ 27,500 only. Alex: Joseph and John are negotiating each other to settle at a particular amount, where both are compromised.</p>	Two characters Joseph and John are negotiating for the cost of contract services.
4	Negotiation Strategy	The strategy for negotiation needs to start before entering any negotiation.	You need to rely on the negotiation strategy prior entering negotiation.	Alex depicts about need for negotiation strategy.

5	Steps of Negotiation Strategy	There require certain steps for creating negotiation strategy.	The following lists are the steps for creating Strategy: 1) explore the issues 2) establish a team and align key stakeholders as needed 3) determine your interests and positions 4) set objectives that will help you to accomplish your goals in a negotiation.	Alex explores the steps for creating strategy.
6	Positional Bargaining	Negotiation may concern a product or complex contract terms in which people continuously engage in positional bargaining.	Joseph and John are negotiating each other. Each side takes a position, argues for it, and makes concessions to split the difference and make a compromise.	Alex explains how negotiation goes from side of each party.
7	Negotiation Problems	When arguing over positions, negotiators tend to lock themselves into positions. However, the basic problem in negotiation lies not in conflicting positions, but in the conflict between each side's needs, desires, concerns, and fears.	You need to consider real interests of both parties that make it possible to develop solutions that maximize the values of both parties.	Image of two parties compromise after negotiation.
8	Negotiation Requirements	Understanding each party's real needs is not always simple.	You need to develop knowledge about actual requirements from each party is an initial step in the preparation for a negotiation.	Alex conveys about basic step in negotiation preparation
9	Quiz 1:	Question 1:	What is meant by negotiation? A. Negotiation is a process involving outsource of a product/service. B. Negotiation is a process where two parties engage each other to resolve a dispute with other parties. C. Negotiation is a process where two parties aim to settle an agreement for a matter with mutual concern. D. None of these	Multiple choice questions with radio buttons

10	Quiz 1:	Question 2:	<p>Which of the following is a negotiation?</p> <p>A. A buyer bargains for the price of a product with a seller</p> <p>B. An employee asks for salary hike with employer</p> <p>C. A contractor bargains for a particular cost to an outsourcing firm</p> <p>D. All the above</p>	Multiple choice questions with radio buttons
11	Quiz 1:	Question 3:	<p>Which of the following negotiations will maximize the values to the two parties?</p> <p>A. A buyer bargains the product to a specific price from a seller and seller does not agree to that.</p> <p>B. An employee demands the specific salary from an employer and the employer agrees the range of salary demanded by the employee.</p> <p>C. A contractor not agreeing to the price from outsourcing firm</p> <p>D. None of the above</p>	Multiple choice questions with radio buttons
12	Quiz 1:	Question 4:	<p>Which of the following is an initial step in negotiation?</p> <p>A. Knowing about actual requirements from each party</p> <p>B. Knowledge about conflicting positions of each party</p> <p>C. Knowledge about positional bargaining of each party</p> <p>D. None of the above</p>	Multiple choice questions with radio buttons

13	Summary	<p>Negotiation is a process between two parties or individuals in an agreement to settle a matter with mutual concern.</p> <p>Negotiation Strategy is mandatory prior starting negotiation.</p> <p>Steps for creating Strategy are discussed</p> <p>As an initial step, understand about actual requirements from each party</p> <p>Consider real interests of both parties as they maximize the values of both parties.</p>		
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SAMPLE FROM RAMANAN

Chapter 2

Screen #	Screen Name	OST	Narration	Graphic Suggestions
1	Title	Team Negotiations	In Chapter 1, we discussed about Negotiation Strategy. In this chapter 2, let us discuss about Negotiations in team	Character Alex - Animated Character explains entire chapter
2	Team Negotiations	Team Negotiations are applicable for larger negotiations that require a team with members and the process should be coordinated by a Lead Negotiator	Team Negotiations are applicable for larger negotiations that require a team with members and the process should be coordinated by a Lead Negotiator	Alex narrates the context for team Negotiations with relevant images
3	Team Requirements	<p>For successful negotiation, set a team with the right competences.</p> <p>A team should have the right size and mix of people and is often cross functional. The size of the team should be balanced against the complexity of the negotiation.</p> <p>Team should have right size, cross-functional resources.</p>	For successful negotiation, you must set a team with the right competencies, right size, diversified people with cross-functional abilities for balancing against complex negotiations.	Alex describes all the points in Team requirements

4	Team Responsibilities	<p>Lead Negotiator coordinates team members and involves with negotiation on behalf of team.</p> <p>Team members support in helping Lead Negotiator with relevant knowledge and expertise.</p> <p>Lead Negotiator defines all roles and responsibilities with commanding authorities and the team members align with the priorities, objectives, strategy and tactics.</p>	<p>Lead Negotiator coordinates team members and involves with negotiation on behalf of team with support from team members.</p> <p>Lead Negotiator defines all roles and responsibilities with commanding authorities and the team members align with the priorities, objectives, strategy and tactics.</p>	Alex describes about all the points in Team responsibilities
5	Quiz 2:	Question 1:	<p>What is the role of Lead Negotiator in Team Negotiations?</p> <p>A. Co-coordinating team members</p> <p>B. Aligning priorities, objectives, and negotiation strategies</p> <p>C. Defining roles and responsibilities of team</p> <p>D. All of the above</p>	
6	Quiz 2:	Question 2:	<p>When you adopt the Team Negotiations?</p> <p>A. Small deals</p> <p>B. Large business</p> <p>C. Purchasing a product</p> <p>D. None of the above</p>	

7	Quiz 2:	Question 3:	Which of the following supports setting a team of members for team negotiations? A. Analyzing competencies B. Diverse Culture C. Cross- Functional D. All the above	
8	Quiz 2:	Question 4:	Can a team member support Lead Negotiator during negotiations? A. Yes B. No	

Chapter 3

Screen #	Screen Name	OST	Narration	Graphic Suggestions
1	Title	FPP Negotiation Strategy Sheet	In this Chapter, let us discuss about Negotiation Strategy template for successful negotiations	Character Alex - Animated Character explains entire chapter
2	Problems in Negotiation Strategy	In Negotiation Strategy, few gaps exist as follows: Lack of tracking of activities in negotiation process Misunderstanding in needs Lack of focus on issues and objectives.	You must focus more on tracking, misunderstanding in needs, focus about issues, and objectives using tracker or template sheet. Gaps in the strategy lead to failure in negotiations.	Alex walkthrough the context with few relevant images about gaps in negotiation
3	What is FPP Negotiation Strategy Sheet?	FPP Negotiation Strategy Sheet is a template that tracks issues and objectives from the standpoint of supplier. It is used as a checklist and even supports taking notes during negotiations or in multi-stage negotiations. This Strategy sheet is accessed at FPP Toolbox.	You need to use this Negotiation Strategy Sheet for tracking issues and objectives of the supplier. This sheet serves as checklist for negotiators and supports understanding actual needs from both parties during negotiations.	Alex walkthrough the context

4	Significance of FPP Negotiation Strategy Sheet	It facilitates the following features: Easy tracking Supports understanding issues, objectives, detailed descriptions and notes during negotiations The template tracks all the activities of the processes of negotiation strategy	It facilitates the following features: Easy tracking Supports understanding issues, objectives, detailed descriptions and notes during negotiations The template tracks all the activities of the processes of negotiation strategy	Alex explains about the outcome of the Negotiation Strategy Sheet
9	Quiz 3:	Question 1:	Identify the gap from the following scenarios in negotiations. A. Lack of tracking about issues and objectives B. Easily understandable C. Ease of accessibility D. None of the above	
10	Quiz 3:	Question 2:	Identify the significance of FPP negotiation sheet from the following scenarios A. Tracking about issues and objectives B. Easily understandable C. Ease of accessibility D. All of the above	
11	Quiz 3:	Question 3:	Which serves as a checklist in negotiation strategy? A. Notes and descriptions B. FPP Negotiation Strategy Sheet C. Tracking of Issues D. All of the above	

12	Quiz 3:	Question 4:	<p>What happens if a negotiation strategy has gaps?</p> <p>A. Failure in negotiations B. Success in negotiations C. Tracks the gaps D. All of the above</p>	
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