

## Overview

This standard is about costing the post production outputs for a project. This may then involve negotiating with the potential client and obtaining a booking that is beneficial and acceptable to both parties.

This standard is for anyone who liaises with clients on potential work in post production.

## Performance criteria

### *You must be able to:*

1. clarify your understanding of clients' needs using production information
2. analyse the benefits of individual projects for the business in line with organisational strategy
3. use information to estimate available budgets for the stage of production with which you are involved
4. identify possibilities that are technically feasible and within project constraints and consistent with what clients want to achieve
5. identify contingencies or additional skills and equipment needed from outside sources in line with organisational policy
6. propose costs and schedules that are in line with the benefits to be obtained for the business and what the clients need to achieve
7. propose solutions to clients in ways that show how the features and benefits are attractive to them and meet their needs
8. give clients sufficient time to discuss proposals and their implications in full
9. respond to clients' needs and negotiating position with information, respect for their aspirations and an intention to resolve any differences
10. respond to clients' questions and proposals in ways that they will understand
11. record, track and follow up on correspondence in line with organisational requirements
12. agree the scope of the work deliverables, schedule, costs and approval process for inclusion in the agreement
13. complete, store and maintain contract information in line with regulatory and organisational requirements
14. maintain security and confidentiality of information in line with regulatory and organisational requirements
15. identify opportunities to offer additional services that will benefit clients and your organisation

## Knowledge and understanding

### *You need to know and understand:*

1. how to understand clients' needs beyond their initial requests
2. organisational strategy in terms of profitability, profile and reputation and developing or maintaining relationships with clients
3. project constraints including cost, required deliverables, timing and available resources
4. organisational policy and processes for costing post projects including rates for creative input
5. what can be offered that gives clients added value
6. skills, crew and equipment outsourcing, as well as contractual requirements and compliance
7. viewing standards and professional, national and international industry standards of delivery and best practice for the range of platforms and content creation
8. how to identify and balance your criteria for accepting projects such as profit, increased reputation, sufficient time to complete the work, and working for particular clients
9. the importance of aligning with the production's established workflows, conventions and technical specifications
10. problems and risks associated with different kinds of project approach and how to plan for contingencies
11. how to structure a team for different types of projects and budgets based on their technical capabilities and the creative contribution
12. who to consult for further information or guidance on different types of projects and technical requirements
13. techniques of negotiation and agreeing the terms of engagement
14. when it is appropriate to advise clients on how the budget could be reassigned across the project and scope of work
15. organisational systems for record keeping and contract documentation
16. tracking and reporting required internally and for clients
17. regulatory and organisational requirements for confidentiality, storage, back up and security of files and other materials

SKSPP3



Cost a post production project and negotiate with a client

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