

Apprentice Pt1 – Sets the scene

Show first to ensure participants understand the scenario and how it relates to their world.

Before showing 2nd clip, draw on flipchart and compare to their world:



Eg for any kind of intermediary:

- Two teams competing.
- Ultimate goal = sell art, make money cf buy/sell investment, make money.
- Teams choose to work with one of 7 artists. Equally, artist chooses which of two teams to work with. Compare with intermediary deciding which vendor bank to work with or individual deciding which IFA to work with.

Apprentice Pt2 – Self-orientation; non-SHAPE questioning; lack of self-awareness

Write key moments on flipchart:

Team 1:
 "the way we make our pictures..."
 "we had a little strategy....remain very positive"
 "James is very effusive"
 "What would you want to see from the team that you'd be working with.."
 "We'd be looking for a team that really liked the work.."

Team 2:
 "What **we'd** like to do **Raj and I**, is for **you** to talk to **us** about **your** work in a way that **we'd** understand it." (4-2)
 "Where have you exhibited..?"
 "How did that go for you?"
 "Did you sell a lot?"
 "Nearly all of them...ahh!" (Self-interest)

"Usually our exhibitions run more than one night.." "Right, no, of course, yes, sorry, yeah, sure...er..."

"Who would buy a painting like this?" (could be misinterpreted!);
 "Who is your typical client?" (Multiple questions).

"What is the price range?"

"Have you got a GBP6,000 example?"

"Is it so dependent on the size, or is it dependent on the light effect?" [Female artist walks away...]

"If I was to ask you one final question and it has to be final because we're going to be late." [Self interest]

"What inspires you?" [Raj's phone rings!]

"Our work is all about colour, we're both passionate about colour."
 "What's your favourite colour?" "Mine is..." [Desire to impress outweighs desire to ask and listen]

"... maybe it's their personalities, maybe they're not so forthcoming...whether or not we get on with them...just from a really cold, ruthless point of view, I think their product would sell better than possibly Lucy's." [logic driven self-orientation – with artists! cf Octagon™Facts/Feelings]

De-brief

1. More time – ask details to note down their impressions and recall any key moments then add on.
2. Less-time – use your flipchart notes to highlight the key moments in the video

Apprentice Pt3 – We, we, we, we versus focused on you

Write key moments on flipchart:

Team 2:

"As a team we are very co-ordinated..."

"We are very professional..."

"We have a track record of selling...."

"We've got some real characters....I've asked them their favourite colours" [!!]

Team 1:

"We've got a real **passion** and I guess we just sort of **connected** with you **both** and felt that ... working together...we're very **excited** about..."

"We looked through your brochures and one of the things you said...'it is perhaps as musical as visual art can get', Miriam and I looked at each other, smiled, giggled and said 'That's the reason that we love this!'"

Suggested use and de-brief

Prior to showing part 3, ask groups to write on flipcharts 3 reasons why they are the best team / company for their customer / client to work with.

Then show the video.

Look for instances of "We" in their reasons.

Highlight also the way that Team 1 (James), cleverly used the artist's own words to convince them that his team were best suited to work with them. Look also at the words he used: passion, connected, excited - very appropriate for his audience. Can again reference Octagon™ and importance of matching behaviours/words to build rapport and trust.

Then go on to look at Need-Feature-Benefit.