

Soft Skills for Business Negotiations and Marketing Strategies
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Lecture – 01
Introduction to Hard and Soft Skill

Hello, good morning, I am Professor Uttam Banerjee, professor of department of architecture and regional planning at IIT Kharagpur. This course I am offering for the benefit of many. Once you see the entire course then you will understand what is objective of this, the title of the courses soft skills for business negotiations and marketing strategies.

Now, how am I into this? This particular course I have tailored for the benefit of many. being an architect by profession and a professor by occupation. My entire journey for the last so many years had been very interesting very encouraging and very learning I thought whatever I have learned in the profession I can always share it with you who are going to be benefited by this the benefits can be derived by anybody.

If you have registered for this you learn as a student, but you will find that there are a lot of things which I will discuss I will draw a reference to my personal experience, experiences of others. But for prudence you know what I will do all the experiences I will take it on my shoulder. As if I have experienced this I do not want any kind of personification unless, it is highly publicized public personification.

If I see that there are certain examples where I have to cite some examples with a reference to specific personality I will do that, otherwise I will try to avoid and take the entire onus on my shoulder in sharing the experiences when I will be discussing in small-small cases. Now what is this topic about soft skills for business negotiation? Here in this what happens is there are multiple things to be learned to be understood.

If you see the title there are three segments, soft skills, business negotiations, marketing strategies compartmentalize it then you understand that if I want to go for marketing strategies, which will result into the business negotiations and for business negotiations I need to know the soft skills. So, it is just in the reverse order I have an objective that I

will have a marketing strategy, when I am playing the strategy I am going for negotiations and for negotiations I am using my soft skills.

But to understand this field of study, I have put it in the reverse order. The entire course over 30 hours that is 12 weeks is totally loaded with lots of issues. Very interestingly this particular subject is such that there is no such fixed theoretical book neither it is intended, but we have prepared this course with a very strong research background lots of reading and analyzing several books on marketing negotiations business skills and other things.

And it is I would say it is an endless journey we are still continuing, but in this particular course we have tried to give a very essentials sharing with you. How do you learn it? My first request is do not be judgmental just try to understand what I am sharing with you because this knowledge is not a pure theoretical knowledge this comes from the practice professional experience personal experience the personalities, the personalities that I have met, the personalities that we are dealing with every day the kind of projects that I am doing.

So, try to listen to me very carefully attentively and you try to understand. In case you have any questions please do not hesitate to write it in the forum, but no arguments no contesting, because the arguments and contesting will not lead to the actual end because the entire 12 weeks that we will be going through maybe many of you many of your questions which are cropping up in your mind at this particular point is answered in somewhere in between.

So, I do not want to have a hop skip or hyper linking my topics from one to another though I have examples, I have issues discussed, I have the intricacies discussed at different stages. Now here in this first week; we are in the first week. The first in the first week my first responsibility is to give you a overview of the menu of this particular course; that means, the entire structure. So, it is an introduction which gives idea about the course outline.

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Course Outline	
Week - 1	Soft Skills and Hard Skills
Week - 2	Non-verbal Communications
Week - 3	Negotiations
Week - 4	Professional Negotiations
Week - 5	Business Negotiation
Week - 6	Product Marketing Negotiation
Week - 7	Negotiation for Services
Week - 8	Marketing Strategies
Week - 9	Power Marketing
Week - 10	Power Marketing
Week - 11	Power Marketing
Week - 12	Time Management

Week one I will be discussing about soft skills and hard skills now my topic is on soft skills, but why I am talking with the hard skills? The reason is that since there are two kind of skill sets. If I am talking about the soft skills then I must make up at least try to make a fair distinction between the other kind of skills like hard skills quite often through my experience or journey I have seen that people get confused, people think that something which they know very well is also soft skill or sometimes even the opposite. People who have a hard skill, they think it is a soft skill or sometimes a soft skill which they take as a hard skill ok.

So, what I will do is in the beginning? I will discuss a bit about the soft and hard skills and this is a big list of skills, initially what I will do is I will discuss about each skill very briefly and later in course of my other chapters when I will be discussing you will find, that they will be coming up you know forward at any point of time. So, I will go I will not go back to the slide, but I will go back to the terminologies which I have introduced to you at this particular stage.

The next week you would expect a very interesting topic that is nonverbal communication. We communicate through various media we speak, we write, we look at somebody and communicate I am listening I am getting a communication. So, there are many such ways, but in the nonverbal communication I will be focusing on primarily such kind of communications where you are really not speaking, you are avoiding

speaking in between speaking you are making some gestures with your body parts. Those gestures which makes a lot of difference in your entire negotiation or business scenarios it requires a very serious discussion on that.

The students who are studying these subjects the courses now, who have not gone into the profession for them that particular segment is going to be very very useful what is the utility of that? You will be learning through that particular lecture, that how should you really appear yourself in front of an interview board, how should you perform during GD group discussions. How to enter into the board, how to exit in to the board and how to really talk to the interviewers, how to make your points clear, how to stress on your situations, how to highlight your strengths how to suppress your weakness, all these things we will be discussing.

So, for students I am expecting that that particular lecture is going to be highly beneficial. But to go to that particular lecture the soft skill knowledge on the soft skill items is equally important. As I am saying that is for students, but at the same time I can also say people who are in the marketing or sales for them even the second chapter second week's discussion is going to be highly vital nonverbal communication. You are trying to be in a project, a student is trying to get up job and you are a salesperson you are trying to win a project you are a professional you are trying to win a project, when you are trying to win that particular project there are many things which go in between your what you are speaking, and what have been written on your profiles what have been written in your proposals or expression of interests.

The thing is that particular chapter I consider as one of the very very vital one. If you pay attention to that particular chapter in the week two then what will happen is, you will find it very comfortable when I will talk about the other parts of it. The next set basically it has been divided in multiple sets of our entire course of study.

The next set week three I intend to cover everything about negotiations, but negotiations is a big-big domain in that particular domain what happens is, you have to you know go through multiple such processes there are tricks, there are tips, there are threads, there are ways of doing it and also there are you know tactics of doing it all these I will discuss. When you talk about the negotiations if I will really try to classify there are professional negotiations; that means, you are a professional and you are negotiating.

But frankly speaking throughout our life right from a childhood till our death we are negotiating, every time we are negotiating. Negotiating made everybody else for getting a benefit for deriving a benefit, to giving a benefit, to protect ourselves to be defensive some time to be offensive. So, every time we are negotiating. So, the negotiations is a generic terminology which is applicable to everybody, anytime. All the things what you do not do is you do not negotiate with yourself because you are a self you cannot fight it with yourself.

But sometime even you do, if you are under duress, if you are under mental stress, if you are on an uncertainty if you are on indecisive mode then in such cases probably negotiating with yourself may be very very beneficial. I might talk about this later. There is another business negotiation see the professional negotiation is the professionals and negotiating with negotiating and in the business negotiation is a trading or it is a give and take and such, and product marketing negotiation means you have a product which you are trying to market which you are trying to sell, and now you are negotiating things are not same.

And when you will be going to the non verbal communication at that time only I will give you certain hints, and such hints I will draw back every time when I will be talking about all these kind of negotiations. And negotiation for services, what happens is everybody thinks that we dues you know we deliver; we deliver what? Somebody who got a job he delivers his labor, skilled, semi-skilled unskilled labor he is delivering the labor fine.

But the thing is in the business negotiation what you are doing that you are trying to do a trading; you are trying to exchange something in exchange of something. And in the product marketing negotiation what you are doing in the product marketing decision you have developed a product, you have manufactured it now you have to market it. So, that people buy and people possess it if people buy then there will be more demand see if there are more demands then you are going to more produce more and if you are producing more you are going to make more profit.

So, every time every negotiation has a different kind of you know a tone in it different kind of flair in it and in negotiation for services is when you are giving your services to somebody what about one thing keep in mind that when you are in business. Now people

say business, I have heard many people saying oh you are a businessman. As if I am something wrong people consider business in a very loose terms, they think the business means he is trying to get something from me. He is trying to trade something against my money and everybody considers that he is trying to get a benefit you know depriving me.

So, the business in general in common peoples mind is usually negative, but I consider is not at all no business is not negative businesses, the work business is the job that we are doing. You have used this term the proverb mind, your own business mind your own business they say what do you mean by mind your own business, is it that what business you are running? No mind your own business means what you are doing do? And let me do what I am doing.

So, mind your own business, do not interfere in my business; that means, I have a job I am doing you have a job you are doing. So, do not you know a mix up? So, such things are going to be discussed. In the third bundle I will discuss about marketing. So, what happens is in the and then in the marketing strategy say whenever you are marketing; that means, you have product, you have your services, you have your skill, which you are trying to market.

Let me give an example very quick example, now later on I will detail it out a student when he is going for interview is he marketing people use it no he is not marketing then who does the marketing? The marketing is not anybody will say the marketing is being done by a person, who is trying to sell his product who said it. The student who spent four years in engineering or five years in engineering and other subjects or six seven years in masters and ten years in UG, PG and PhD has earned knowledge for what? For sitting idle at home no for earning money for earning his livelihood for his own sustenance.

So, now he has to sell his knowledge to the competent authorities. So, that he can be given an opportunity that in exchange of something his he markets or he sells his knowledge. I am a professor also a professional, I am a professional architect planner I am a professor as well am I marketing what I am teaching yes I am doing if I do not do then students will not be interested in my course. if I do not teach them what they need then students will not register for my course. So, the point is I have to market every time I am marketing people write papers for what they are also doing marketing they are

trying to let others know what they are doing. So, that they are they become known and their ideas, their concepts also being followed by others. So, basically everyone is marketing.

So, marketing should not be considered just as a sort of rudimentary on street sells thing no, but when you are going for marketing there are certain things which are very important that, how you strategize your marketing. So, the next slot after 7th lecture 8 9 and 10 11 at that particular time I will be discussing about marketing various aspects of marketing and strategies and then there is something called power marketing.

Everybody does marketing, but there is something called power marketing; that means, you are now forcing a marketing and it is a very fair game then the power marketing strategies and then the power marketing presentations that when you do the presentations then how do you really market yourself. This set four sets would be very useful for anybody whether it is a student, whether it is a school student college student or somebody who is looking for a job; a student who has just graduated looking for a job or for any person who is producing something, any person who acquired a knowledge any person who has possesses a skill which he wants to deliver.

And then on the last one week 12 I will discuss about a very serious matter that is called time management. See the thing is what happens is anything that you do n of all depends on how you ration with time and I have found through my experience. Please do not consider me as a very good time manager I am not, I cannot boast of being a good time manager I am quite moody at some point of time when I know that I need to do this I just shunt it because I am thinking about something else.

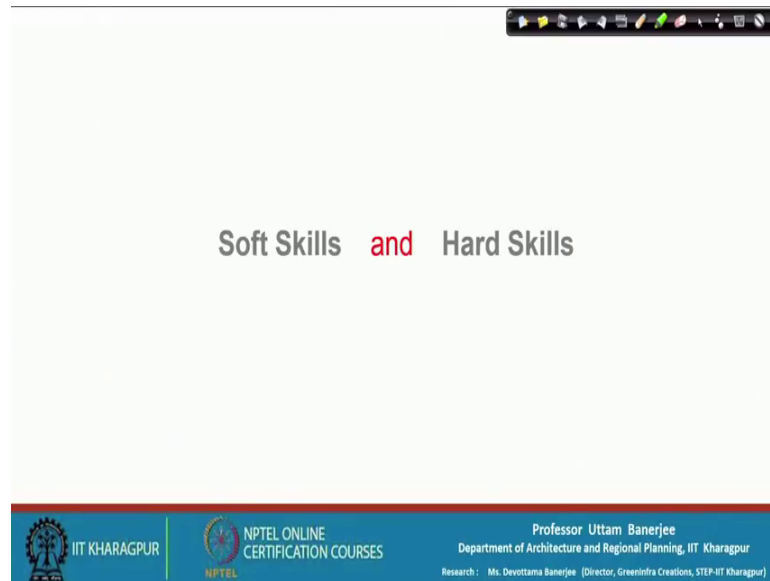
So, I am not a time managing that way, but the thing is when you are here in serious business then time management is essential and. In fact, it is said that your time god has given you 24 hours a, day that 24 hours is a time given in a purse which is in your pocket. Now who do you like that somebody is taking out your time one way one it is just like if you had twenty four rupees in your purse would you like anybody else taking one rupee by one rupee by one rupee out of your purse no.

So, similarly we do not realize that we have a enormous treasure endured by god to us, that is called time which is used for any activity that you do, but we are really not concerned neither we are very planned in terms of how we use our time, how do we

ration our time and do not even bother to know or understand how we waste our time. So, that particular chapter is going to be very important in the whole course of discussion; this set which I am now delivering throughout this twelve weeks basically I intend to take it forward each of them can be a series of lectures each of these items.

But; however, I will try to do justice within my limited time that has been allotted to me, now first soft skills and hard skills.

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As I told you that if suppose I am talking about the soft skills I must talk about the hard skills first, what is hard skill, what is the definition of it?

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Hard Skills

Technical and Knowledge Skill set
Ability to perform Specific Tasks approved by **Certification**

Applicable across **Professions, Occupations, Job Titles**

- Architect

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The slide features a speaker overlay of a man in a suit and glasses. The background is white with a blue footer containing logos for IIT Khharagpur and NPTEL Online Certification Courses. The title 'Hard Skills' is in red. The text is in black and red, with 'Certification', 'Professions, Occupations, Job Titles', and the bullet point 'Architect' highlighted in red.

Basically the hard skills is the technical and knowledge skill set. That means, you have earned this knowledge which is basically giving an ability to you to perform a specific tasks, but it is approved by certification.

The basic difference between soft skill and hard skill I would say very clear distinction as I do believe. The thing is you know you may have a different perception different interpretation, but what I am sharing with you is what I do believe. Anything that you have earned in terms of knowledge or skill or anything which is certified then it should be treated as a hard skill and things which are also skills, but not really certified then they can be kept under soft skill.

But this particular line of distinction is also a little blurred; it is not a very clear sharp line. So, it is basically technical and technical and knowledge skill set which is giving you the ability to perform specific tasks by certification. Now that particular knowledge or skills which is applicable across professions occupations and job titles.

An example to become a professor you have to be academically strong; that means, you go through a process of learning through universities. Now the moment is moment you are trying to be judged or compared with other professors at different levels, they are definitely people are going to check your skill set with respect to the certification level. That which level of university you are from what is the number of years that you have studied, what are the courses of studies that you have done, what knowledge that you

have gathered, how many papers have you published. All these things will be now measured; that means, it is very very measurable.

So, the hard skills are quite or I would say fairly measurable. An example see who are generally considered under the hard skill sets are architects who can design, and anybody can design a building, architect designs of building, but the thing is when you are going to get your building designed, you generally do not go to the go to somebody who can design, but does not have a degree or does not have a certification.

Because you think that person with a degree and a certification in architecture is a better architect or a right architect whom I can trust and spend my money on. So, similarly doctor.

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The slide is titled "Hard Skills" in red. Below the title, it defines a "Technical and Knowledge Skill set" as the "Ability to perform Specific Tasks approved by Certification". It states that these skills are "Applicable across Professions, Occupations, Job Titles" and lists several professions: Architect, Doctor, Engineer, Scientist, Lawyer, Accountant, Journalist, and Teacher. The slide footer includes the IIT Kharagpur logo, NPTEL Online Certification Courses logo, and the name of Professor Uttam Banerjee, along with his department and research information.

Hard Skills

Technical and Knowledge Skill set
Ability to perform Specific Tasks approved by **Certification**

Applicable across **Professions, Occupations, Job Titles**

- Architect • Doctor • Engineer • Scientist
- Lawyer • Accountant • Journalist • Teacher

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Research : Ms. Devottama Banerjee (Director, GreenInfra Creations, STEP-IIT Kharagpur)

Engineer, scientists, lawyer, accountant, journalists teacher then comes a set.

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Hard Skills

Technical and Knowledge Skill set
Ability to perform Specific Tasks approved by **Certification**

Applicable across **Professions, Occupations, Job Titles**

- Architect • Doctor • Engineer • Scientist
- Lawyer • Accountant • Journalist • Teacher
- Singer • Painter • Player • Actor

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Which I am putting under hard skill, but I am putting it a little bit of caution, do not get confused this. Now the list that I have started a singer, painter, player and actor player means who plays games.

If you look at these four sets, they can be trained then they become it goes under hard skill, but there can be a very good singer who can sing well, but he is really not contacted by anybody for singing or commissioned for singing the reason is he does not have a certificate. Somebody with a god gifted voice can sing very well who can just copy something which he or she hears and sings exactly the way it is done.

But the point is there is a difference between somebody who has been trained with a certification, and he or she is singing and there is another person who is copying that and singing. So, if this singing the next one where he does not have a certification is a basically a talent, but it is not the hard skill. Painter given a brush and a pencil or given a brush anybody can paint, anybody that anything that you paint is your painting you can always claim that that is my creation, but the thing is, is it really authorized me everybody have you really gone through a course of study, have you done bachelor of fine arts or master of fine arts have you earned a degree.

If you have done then people blindly will trust you for your hard skill. So, the hard skill are such player anybody can play. The quality of playing also is some time god gifted or practiced or learned you know I say god gifted because you have a talent. So, which has

pushed you to play otherwise there are. So, many people not everybody is playing; that means, god has endured something in at the back of your mind, which is triggering you to play and then you play, then you learn the trick then you learn the art of it and then you become a better player than the other player because everybody is playing maybe.

So, in such cases when you are now going to an academy, then you are a player with a hard skill an actor again anybody can act. The point is when you are learning the acting skills through a drama school or through a film institute, then your that particular skill will be considered a hard skill. But if suppose you have not gone there, but still you can act and you can maybe act better than somebody who is certified maybe, but that will be considered as not as hard skill that is talent ok.

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Hard Skills

Technical and Knowledge Skill set
Ability to perform Specific Tasks approved by **Certification**

Applicable across **Professions, Occupations, Job Titles**

- Architect • Doctor • Engineer • Scientist
- Lawyer • Accountant • Journalist • Teacher
- Singer • Painter • Player • Actor

Council, Association, Guild,

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The slide features a video inset of a man in a suit and glasses speaking. The background is white with red and blue accents. The NPTEL logo is visible in the bottom left corner.

What is very important here is, when would you consider that this skill is a hard skill. People there are many other professions I have just given few in this, many other professions it is not exhaustive list. When the this kind of professional works is you know certified by some councils or associations or guild, and they only give registration to you or once you have earned the degree the certificate, then only you become registered under it.

An example for me council of architecture gives us registration; they give us registration only if I have graduated from an institute which is authorized by them. There may be any other institute may be teaching very good architecture, but will not be authorized by

council of architecture because it is not from a recognized institution. So, what happens is here I would say to understand that which are the kind of skills, which can be termed as a hard skill is you look at the skill you try to find out are there any institutions who are offering these courses are those institutions authorized by some councils or associations have built, and have they given the certification if they have given then you are really skillful ok.

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Now, one more thing in the soft skill what happens is it is a people skill, interesting people skills. What is meant by people skills; that means how you manifest, how you really manifest you know interestingly the soft skill is generally not certified it is uncertified. Intangible skill which is intrinsic, which is your talent, which you have earned by many processes I will come to that.

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Soft Skills

“People Skill” - Uncertified, Intangible skill set

Based on **Personal Attributes** indicating high level of **Emotional Intelligence**

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See this skill of manifesting with people which is based on your personal attributes, this is where my actual domain of the soft skill starts, it is your personal attributes.

So, if suppose you are trying to develop yourself skill then in fact, what you are trying is you are trying to imbibe the tricks, the tactics, the knowledge, the arts and other things you know through enhancing your personal attributes. And personal attributes which is indicating high level of your emotional and intelligence, this makes it very very important factor to have soft skill you are the one who is going to really do something.

For a hard skill somebody may be training you of course, the hard skill cannot be earned certificates cannot be earned unless you go through a course, and in the course is teachers teach you up you know stipulated subjects and that is now shared with you. You have understood you now have to prove that you have understood by writing an exam and passing that exam in the soft skill, there is nothing called pass or fail by certification you can pass, you can fail, you can be somewhere in between as well I will discuss about this more in detail.