

Soft Skills for Business Negotiations and Marketing Strategies
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Lecture - 12
Influencing Skills

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Good morning, I hope you are enjoying various skill sets that I am discussing about. In the last module, I discussed about the innovative skill. And today I am going to discuss about another kind of skill set that is influencing skill. Here you are stepping into a domain where all your individual skills are now going to be tested. The personal skills, the innovative skills what we have this particular skill influences skill makes a lot of difference. What is influencing skill? Some people call it interpersonal that means, there are now two persons, at least two persons, all skill sets under personal and innovative, it may be individual, you are or he is or she is fine one has that kind of skill. When it comes to influencing that means, there has to be two persons one would influence the other you know sometimes it is said that ok.

If you are influenced by somebody then you are weak, I will not agree at all, because getting influenced by a right person, who explains to me something and I agree to it and get influenced by this, by agreement or by following a path or following his ideas or following his or her values does not make me weak rather it makes me strong. So, in the

influencing skills is basically focused towards those people who can influence others. Here we are not going to take into consideration people who are getting influenced, because we are trying to see the positive aspects of this influencing skills. Let us go to a little detail of this.

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The first set of influencing skill alphabetically that comes in my list is the coaching and mentoring. Think about the teacher school teacher who taught you from your montessori to nursery to primary high secondary to college level, taught you something mentored you something in something. That means you have been influenced by all those things which he or she has explained to you, and you have tried to learn imbibe. If somebody is coaching you how to play that means, you are now influenced by the coach who influenced you by giving you all the tricks and tips of how to play and now you are a good player or a successful player.

Mentoring is another thing, mentoring is like somebody takes you under his or her umbrella of coaching. Mentors you emotionally might not really give you exercises, but mentors you by verbal you know dictates or you know verbal explanations. Coaching and mentoring are very strong point of influencing others. One would be influenced if one is ready to take the coaching that one is giving or if one is ready to get mentored by other person. So, coaching and mentoring is one of the strong influencing skill. It is not easy people say it is inherent people say that if somebody teacher is a born teacher.

I do not agree with it, no. If somebody can coach you he is a born coach, I do not agree. Why I do not agree do you know I do not agree for one reason. The person who was a very good player got the coaching from somebody else and never coached anybody. Once he has learned the entire art of playing and when he thinks that now he should not play anymore then he takes up the responsibility of being a coach of that game that means, now originally he was in a mode where he was supposed to be influenced by a coach or a mentor. And now he puts himself in the shoes of the same coach and mentor and now he becomes a coach. So, the thing is nobody is born with it. It is something, which you invite over the process.

There are many persons who has learned the trick or thread of something maybe good engineering, good painting, good literature thing, good music and all that, but they cannot coach well because they do not have that skill. Any singer does not necessarily become a good music teacher, any player does not necessarily become a good you know coach; any engineer good engineer not necessarily will teach very good engineering in a college. So, the point is this is something a skill which you know somehow one gets imbibed with or we may say that some people are endowed with it by nature. Everybody has that skill of teaching somebody only thing is somebody wishes to teach or coach or mentor, there are many mentors lying idle, who are not being able to mentor anybody because nobody goes to them neither they have offered their services. The point is he still has that influencing skill. In your entire profession, how do you influence others?

Here comes one question we use this term quite often, looking at a boy who is going Australia not really doing his job properly. We say he is negatively influenced, he has a negative influence that means what somebody with negative attributes is mentoring him in such a manner that this person who was positive internally now he is turning into negative attribute oriented person. So, influence can be positive or negative, but you know I have always said repeatedly said that all my discussion will be focused towards positiveness. So, if anything that you say has a negative, I am not really going to bring it forward, but if I find that somewhere I have to caution you for something against the negative, I will raise that particular point. So, coaching and mentoring is one strong influencing skill.

Again since all these are coming alphabetically, I am never trying to put anything over above or this is first, this is second you must have this first and then this second, no, you

make your own judgment. But influencing skill where collaborating is one of the strong thing. Collaboration is what you collaborate with somebody to do a work; that means, both of you participate in this work. Now, when I am saying it I am saying both of you, this you in English may be singular or plural that means, you are now collaborating with a person or you are collaborating with a group. So, when you are collaborating then naturally there may be different viewpoints coming in right judgment right facts and figures, right knowledge, right solutions they have a strong influencing skill.

So, when you collaborate and different people unless you have compartmentalized the work and made it a watertight compartment that whatever you are doing you are doing, I am not looking into it that is not collaboration that is only delegation. Collaboration I am talking about lets two persons to expert sit together to solve one issue. When two experts of two different lines they are individually heroes, when they are sitting together, if they can collaborate and then influencing each other to reach to the same target this is; what is a skill of collaborating in the influencing skills.

Convincing, convincing is one such thing where one always wins over the other. See coaching and mentoring is and collaborating in which in collaborating you are sharing; in coaching and mentoring you are at the upper level, and you are trying to coach another person who is less trained in the line that you are coaching. But convincing is something which is very, very dangerous. What is the danger? Convincing means somebody is influencing you by giving some facts and figures, and you tend to agree, and tend to believe. Even if it is wrong, you tend to believe this is what is the danger, but this skill as an influencing skill is a very strong skill. If you are right and you have you are trying to convince somebody who is wrong, and if you can convince him that he is wrong then that is the best result of influencing skill.

But what happens is it is like you know we always say that we try to convince the child tries to convince his parents that please allow me to go for a movie or you know let me go with my friends, parents are not ready neither happy because it is odd time at which he is requesting for. But child convinces the parents, parent gets convinced and ultimately allows. The point is when you are getting convinced, getting convinced, mind it, I did not say when you are convincing, when you are getting convinced then have reasons in place. Try to see the reasons and try to judge based on your contrary opinion that you help.

Somebody is trying to convince you with something, why he is trying to convince you because you had a set of ideas with respect to the same issue, he is trying to put forward his viewpoints and trying to convince you. So, in such cases, now you as a person who is getting convinced try to judge that whether you are right or wrong. And the other person, who is trying he will try to put the right points let this be a fair game, fair play. Somebody trying to convince some other person with the wrong points and wrong facts wrong ideas wrong values is the wrong thing.

So, convincing skill if it is used by somebody who can influence you by convincing with wrong ideas, I am sorry you are in a real bad shape. Try to understand as a person being convinced that what he is saying is right, quite often I have seen many persons irrespective of the age they got convinced by some ideologies. They are detrimental for him maybe for his family, for his profession for his life, but get convinced and the convincing thing is such it is almost like believing like a god, you know believing god influencing whoever has that strong convincing skill as an influencing skill is good in our profession. But only thing is if it is wrongly used or abused like convincing about a product which is not required for somebody and convincing him that yes he does require a particular object and product, and he pays price for it and then finally, finds that is useless that is a wrong convincing bad convincing. So, convincing is if you take it as a positive note convincing is a very strong attribute.

Facilitating is like you know when you require several functions, several operations, and somebody facilitates you in by influencing how, says you require this, you require this, it is required, that is required you know like say he arranges for everything it is basically the arrangers. And arranger who is giving you everything by facilitating your system, your process, then in such case he has to convince you also he has to influence you with whatever gadgets you are getting.

Let us take an example of say a party, there can be endless ways you can enjoy that particular party there can be endless items, which you can use in this. You might find that you have contacted a ranger who is forcing you to take this item, that item, that item that item that item he is trying because you do require that item, but only thing is he might be you know giving you such items which are extra cost oriented which you do not require really. Something which he is trying to facilitate with you with a strong influence that you take this, it will be good, people will like it. How does he know, how do you know,

the things in such cases the facilitating is the influencing skill people who facilitate, the facilitators, the event managers, the product managers, the product launches they facilitate you with influencing skills. So, be very careful.

See when I am saying this I am addressing both the persons, both the groups while he is getting facilitated, another is facilitating. If you are a facilitator then please do justice. You influence people with what is rightfully required. And if you are getting facilitated then be judgmental and try to understand exactly what, you judge it you measure it and see where you are going wrong.

Inspiring is a very positive influencing skill. You inspire lots of minds basically inspiring is a mental process, mental game. You inspire somebody who has a talent, but did not know that he has a talent. Somebody who has a talent knows that he has a talent, but he does not have an opportunity to get the talent created or pursued. You inspire, I will tell you very frankly inspiration is such a thing that you can make a life changing activity to somebody you can change the life. If you wrongly inspired, I am not talking about that, but positively if you inspire somebody tell that person what is the intrinsic quality or the skill that the person possesses, and you try to bring it out in front of him.

As if like say if you are trying to inspire me and you dig out my skills and put it in front of me, so that I can view what I have within this is what is inspiration. So, there are lots of inspiration gurus, there are many motivational gurus, who are they basically they are common people like you and me; only thing is what they are doing is they are trying to see that where you are losing your mental composure on several talents which you have. So, what they are doing is in the organized manner through all these you know motivational speeches and as such, they are trying to tell you exactly what is good in you. And if suppose people are saying in a group then in such cases inspirational you know inspirational dialogues are very general and generic, and it touches many hearts and many minds.

But if it is only mutual like say between two persons then this inspiration really triggers and make somebody a genius. Any genius that you look into, any kind of persons who have been really talented, just dig out the history and try to find out if there could have been any person who inspired, and you will find, yes, there may be somebody in the family, somebody's father somebody's wife, somebody's guru who is not related, some

neighbor some teacher. And I can tell you most often I do see there are good number of teachers who are good inspirators and they do inspire when they inspire basically what they are doing is they are influencing. They are influence the person trying to make him see within himself that what talents what skills he has and so that now nourish it, nurture it.

Motivating is a similar one similar type, but as you do inspired psychologically motivation is you keep on repeatedly tell people that motivate, do it, do it, do it. You know individually quite often what happens is we become confused. And when you are refused or rejected or turned down as a salesperson, I can tell you quite often, you get really dejected and then you want to sit back and you know withdraw from the system. At that point of time, if there is somebody who can influence you by saying that do not bother.

I gave this example in the last week also, do not bother, you lost ten such kind of opportunities, eleventh one will come, he is motivating you. You did not get the eleventh one, he will tell you, do not bother, there will be a twelfth one which will come, you will get it. And suppose you get it, then you really find that you have moved from ten failure or eleventh failure to twelve success because somebody has motivated you. So, this motivation skill is basically between two persons, it can be between two persons, it can be between one person too many. So, all these influencing skills has to be between one - two, or one – many.

Now, the negotiation which has come here which is my basic you know main framework of this particular course this is a very, very interesting game; and naturally in subsequent weeks, you will get a very strong discussion on this negotiation. So, I will not really go into the details now. But what is this negotiation about, negotiation is somebody is trying to give you something in exchange of something. In exchange of whatever quantum, you are not ready to give that.

Now, you look at it. One person wants to sell a product he is asking for x amount of price, and you want to buy that product, you are not ready to pay that price. Now, the negotiations starts. Theoretically, it is said negotiation just gets triggered when there is a refusal what is that. When there is a no in it, like person wants to sell the product, he has it in a shop, you went to a shop, you like the product. Now, you say what is a price, he

says a price. You tell him would you please take Δx minus less than that price. The person says no. The moment he says no then you will say can you raise my value, my price to a little higher. That means now the moment he said no there is a refusal then both of you really start negotiating and come to a price which balances your expenditure that you want to make and his earning that he is going to make out of it.

So, negotiation is a very strong emotional exercise, I would not use the term called fight, emotional exercise in which both the parties are trying to reach a point where both of them win. But not necessarily all the negotiations are going to win, there are many which are if one wins, another is losing. So, the thing is all these I will discuss later in my that weeks lecture when I will be focusing on all negotiations, but the negotiation is the one in which influencing skill plays a very important role.

Just to influence the seller to give an idea that your product is good, but it is worth the price that I am saying is you have to influence him. And the seller trying to influence you by saying that the product is of such quality that the price that you are offering which is less than what I have asked for is not the right one, it is now his role. So, in the negotiation again two persons, it can be again negotiation does not mean two persons, one person to one, one to one, one to many, or many to one. So, the thing is there has to be such kind of skills.

Persuasion is another skill which many people try to avoid because persuasion means you have tried to sell your product or try to get in contract, and you have been refused. And now you go again and request that can we have a you know a deal, you are refused. Suppose, somebody says I can think of it after about one month, then again one month after you go and try to talk to him that can we now talk about this deal. So, basically what you are doing is you are repeating your approach of getting that particular product or you are trying to get a contract, trying to sell your product whatever, but you are pursuing. Persuasion is always more than one steps more than one. If at the first set when you went to the client and shown your product and he liked it and he bought it, he closed the deal and came back, then there is no chance of persuasion.

Persuasion is when you have been refused or you have been returned back saying that not today. Tell me all details about this product, I will look into it, I will think about it, I will talk to my people, I will try to learn more, you send me more detail or more data,

and then send me what is the latest price, tell me what are the possibilities of reduction of prices all these and then you come back that means, the next time you are going is the persuasion. Most often people try to avoid the persuasion for one reason everybody says that it is hurting a self-dignity that if I go twice, I am losing my dignity. As if I am hankering for this project, I am trying to get this job, so I should not pursue.

If he needs it, I have heard many of the salesperson saying do not worry I am not going to pursue the case. If he needs it one day, he will call me, and I will give him the product, but if he does not call me I do not care, but that does not work in the business that does not work. The thing is do not take this as you know dignity fight. Do not take this as a ego fight take this as a part of the process. By persuasion what you are doing is first time you have educated him, look at this way, first time when you went with your product literature and product details you educated him, at least you have contacted the person who is likely to buy your product.

Then he is not ready and give him time why do you think that today you have met him and immediately he has to fall for you and say ok, I get the product because you have come no, no product is so great give him time. So, he needs a time, try to identify whether he needs a time. If he it does not need the time close the deal and come back. And if he needs the time, give it gracefully, graciously give him. You tell him yes I will educate you more on this I will give you more information about it whatever information you need I will tell you. And then he calls you back or you, go to him, if the person is calling you then you know that your product has a good market.

And if he is not calling you, there may be several reasons for which he is not calling you. At that point of time you activate your persuasion. What you do is you contact him, but let me put one note of cautioning over persuasion, unsolicited persuasion, repeated persuasion, too frequent persuasion they are all counterproductive, all. You must be getting lot of calls from various other sales agencies, almost every week. And you will find that this persuasion becomes a real botheration for you, he or she is doing his job because his job is to pursue, he does not think as a self-dignity hindering, but the thing is for you it is a real botheration.

If you really need, you can always call back. But I can tell you also if you really need, if you are the boss of a company or you are a good engineer or say you are a good manager

frankly speaking when you need it, immediately do not pick up a phone and say that can you come back to me, and then I want to talk about this product unless you are in urgency. So, it is persuasion is also a very important task of the sales, where you have to ensure that the person does not put you out of his mind. So, persuasion doing persuasion is a very, very sensitive game, more discussion will come with some cases that in future.

Public speaking skill is a very different one. Everybody is talented, every individual can speak well, but what happens is when it comes to speaking in public people fumble, people become nervous. For which what happens is when you are going to go for sales promotions you are being not able to express exactly what you want. And you suddenly become some you know something happens in you that should I talk, why should I talk, should I say, why should I say you know all these confusions come in your mind.

But there are some professional public speaker whatever rubbish you tell them to speak they will speak on it, and they will speak rubbish, I am not talking about them. I am talking about the people who are trying to influence others speaking in mass in public and that goes as a people skill also. Motivators, political leaders, when they speak to people, they speak to the mass to the public, this public speaking skill is very important. I can tell you one thing, this is a strong influencing skill. It is not necessary that every time you have to open your mouth and keep on blabbering no, no, no, do not do that public speaking skill you hold it and you just use it when you find the right opportunity a right moment for it. But it can be trained these things like persuasion, public speaking, negotiation, motivation all these influencing skills can be taught, it can be learned, but certificates I am not giving, but you can be trained.

One very good solution I will tell you, good suggestion also you can take it as if you are really trying to go for a kind of profession of sales and such others, then definitely join a group of dramatics. You know why, in dramatics they teach you some fixed dialogues how to speak, what is your intonation, how to modulate your voice. Well, in the next weeks courses when I will talk about all these things, I will give lots of details in it, but here since I have come across this point, let me tell you if you really want to be a good public speaker then you rehearse to speak in public. And the dramatics or such kind of exercises is a very good solution for you. You sit quietly at in your home and then never speak to people and suddenly you go and speak publicly is very, very unnatural. So, try to join a dramatics group or make a small group amongst yourself you know enact learn

some things which you have to speak and then exercise by rehearsing and speak in public. This can be done.

And the another influencing skill which every seller does it is selling. Nobody can sell you a product unless he can influence you by highlighting all its positives and also ensuring that you are ready to part with your money for that, it requires a great skill. The sales is one of the very, very strong part of your influencing skill. So, selling must be learned, practiced.

Now, this brings me to the end of this module think about it very, very you know carefully whatever I have said. I did not give much example over here, because my examples will come of the cases will come when I will discuss about all these things in detail during my verbal communication, nonverbal communication, interviews, GDs, professional negotiations, business negotiations, marketing studies at these all these points will be referred. So, I did not want to really load it with all those cases here. This is only to give yourself overall gamut of the soft skills that is for today; in the next, module I will discuss about some other type of skills.

Thank you.