

Soft Skills for Business Negotiations and Marketing Strategies
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Lecture - 13
Social Skills

Good morning. So, how is it going? Are you enjoying the points? Have you analyzed yourself different points? Have you checked in which points you are scoring high? In which points you may not be scoring that good, but still you wait for that particular chart which I will give you which will make you know your self assessment very easy. I would give you only after I discussed about all the soft skill sets after that.

Otherwise what will happen is there are many things which you may have within you hidden within you, but you will jump onto that particular chart to fill it up and try to see where you stand, my suggestion is wait for it. You will get it at the end of the soft skill set before we go into other lectures like you know verbal, nonverbal communications, business negotiations, marketing strategy time. Because there in such cases you might not really get much of a chance to self assess but, in terms of skills definitely you can.

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So here, now I start with another set of skills, social skills. You know the social skills is basically again also interpersonal; Means, you are talking to somebody you are socializing. All their skill sets which are going to be listed within this is very interesting.

You are in the market, you are dealing with others sitting quietly within yourself and contemplating and thinking about some issues, some solutions, some innovations, some ideating, within yourself is very much your own, but social skill is the moment you come across another person in front of you and now you start communicating.

It is a great deal of skills which quite often ignored or might people may not be very much aware that how good they are in this social skills. So, let me go into the detail of this, social skills, advocacy is one such. Advocacy is what in which you are trying to impress somebody or inform somebody trying to help him to understand some points.

So, you are advocating for something else. You know, nitty gritty of this or essences of something or nuances of some points or goods or even some time evils or pitfalls, it is always better that somebody with a good advocacy skill should be brought in within the team. You are advocating to somebody else certain points. Mind it, do not get it confused with soliciting. Soliciting is seeking.

Advocating is basically you are trying to explain the scenario, explain the situations, benefits, pit falls and every other aspects. So, this is one of the very strong social skill, appropriate humor, which is a strong aspects of social skill. I will put a writer on it of course, appropriate humor is the actual use of this or utility of this is very much indicated in the first word of this appropriate. Humor is good, you should be always happy. You should be always happily communicating with somebody talking in a very lighter moods.

But, the humor is one of, wits and humor these 2 are very strong things which everybody should possess, but appropriate never use humor which is inappropriate for the situation and it is not necessary that everybody with a good sense of humor or good humorous you know oratory skill wins. No, sometime it might be ambiguous. So, it is always appropriate humor. Humor is a part of it, when you discuss if you find that there are some mention of some lighter points may help use it, but be very cautious about it.

So, that is one social skill. Many of the opportunities are lost because of the wrong humor used at the wrong time in the wrong place with a wrong person since it is social skill; that means, communicating with somebody else and he or she is expecting Some kind of you know decorum of discussion at that point of time humor maybe dangerous and it is not necessary that everybody is looking for humor.

No, humor automatically gets generated and humor when this very appropriate it really triggers also some success, but there is a danger if it is inappropriate then you might lose. Then, Appropriate terminology. Do not ever use a term which is not befitting to the situation. You are talking to your boss.

The terminology that you should use be very careful. The boss is talking to the subordinates. The terminology that he is using is very be very careful. It simply matters in the social skill that in which position you are. So, if suppose there are 2 persons and you are on this position and the other person is at this position. Now, what kind of terminology will best fit it. You have to understand. For this I will tell you very frankly not much rehearse is permitted.

Because you do not know where this discussion is going to lead to and what is the context at which you are discussing. So, the thing is two persons, they are educated enough or knowledgeable enough trying to understand that what should be the appropriate terminology. Using a wrong terminology may be very very detrimental. So, appropriate terminology is important in your social skill. For which, I have a suggestion.

See you remember I talked about the vocabulary. I suggested one thing that you have a good knowledge of vocabulary, but do not use uncommon vocabulary just to impress your client or the opponents saying that how much you have a good sense of, a good knowledge of vocabulary. Do not use jargons, do not use acronyms which puts the other person as either less knowledgeable or very you know not really clear about what that acronym stands for.

Same is true in the terminology; do not use any terminology, which are not easily communicable. In the whole game of communication the clarity, the simplicity and the quick transition from one mouth to another ear is very important. So, for which use a terminology, which is very simple. The best way, do not take any risk. Use appropriate terminology which is very very simple, do not complicate it. You know what happens is, I found the people who understands and also speak very fluently in English to impress over the opposite person whom he or she is interacting with, gives a sort of air like how much good he or she is himself good in English. So, speaks the English in such a manner and using such terms as if you do not know, I know this terminology and sometimes they get a pleasure, hidden pleasure inside that I know it.

But he or she opposite to me does not know it, does not help because here you are in business here you are on communication and in this communication, the clarity or quick transition of meaning to another ear once you have uttered a term must be very very important.

So, appropriate terminology if you do not, it is very important if you think required for your business then you pick up the terminologies from the market and in the market I have another thing observed that you know in the market sometimes some of the used are some of the words are used as sort of you know a very common terminology and common terminology which we floating very easily across that class, but not necessarily it will work you know. So, here you have to be very careful that how do you use the terminology. Make a list of terminology which you think is going to be beneficial for you when you are going to communicate in terms of business ok.

Then you check how easily it is transmittable. How easily one would understand? How easily one would infer the purpose of your using this term and any kind of, I said acronym, jargons. There are also some terminologies which are very much floating in the market. Such terminologies you try to avoid which only a class of people may know. Do not try to even make a small, not you know, cutting up word something like never say you know like I want to give an info I want to give an info.

What is info? Basically you are trying to say that I would like to give you an information. Now it is not necessary the person who is sitting in front of you are used to getting this kind of word you know. Another thing is very simply or very frequently being used in our s m s language f y I, for your information and suppose you say that you know sir actually.

F y I the matter is this, he will not understand. Why you are saying that? What you are saying? He will ask what is that f y I? Then, you say for your information only I am saying this makes no sense. Never make such kind of mistakes. Do not get habituated in your sales talking with somebody or communicating with somebody with the terminologies which are slightly less clear. Then comes appropriate proverbs, this is another dangerous thing. Idioms and Proverbs we learn and in the school we do excel and we gets high scores, but that does not mean that they have very good use every time when you are talking to somebody else, you know, you should use the proverbs very

selectively and also understand that the proverb that you are using is it really if we befitting, but is really necessary.

What does it indicate in a social skill when you are speaking with somebody, it is a clarity of it. When I will talk about the verbal communications in my next set of next week's lecture I will elaborate on many of these I will come back to these points, but the thing is you learn proverbs, but try to use as sparingly as possible, because proverb is something which not everybody is using every day and proverb is only being used when you are trying to make an analogy with something else.

So, use it very selectively and use it only if you need to otherwise I will say you have a good knowledge of idioms and proverbs, keep it in your mind and in your stock, but do not use it when you are in normal communication. Building trust in the social skill is now nothing to talk do about talking you know in this, this is a very strong social skill.

You are trying to sell a product, somebody is trying to buy. The whole game of exchange will take place over a platform of trust. You have met somebody first time. You are not going to tell all your historical backgrounds of yourself or the company. This person will get a chance of only half an hour to know you and your company and your product.

But within that itself have you built the trust that whatever little the person opposite to you knows about you by this last half an hour or some time in for 5 minutes or 10 minutes, have you developed a feeling of trust in him? It is reciprocal mind it if you have developed a you have built a trust then he will open up more, when I will talk about the body language in my next courses, next lectures you will find I will gave example that how a lack of trust is demonstrated by body language.

If somebody does not trust you, you should says that his this kind of body language is giving me a hint that I do not trust you. They will come, but here building trust is one of the very strong social skill and in fact, I will tell you in the whole universe if you find that you are alone, rest is all your family, friends alone as a soul you are alone and then a free individual around you whether is this your spouse, your children, your friends, your teacher, your boss, your subordinates everybody else other than you.

And everybody has a mutual expectations which must be built over trust, if you can build trust as a social skill then you will find you will win over, there are certain things like

honesty, integrity, trust and all these things which are very difficult to sustain people break them, for their own personal benefits. My suggestion is take note of this particular word trust, but it takes time to build it code of conduct is how you are manifesting.

It is something like I will give an example when you are going for sales you tap the door and then either the person opens or you are asked to open or somebody opens the door for you. Like one you know other orderly opens the door for you to the chamber of the bosses, how do you go to him? How do you stand up? How do you introduce yourself? How do you arrange a situation that he requests you to sit? How do you sit? How do you put your arms? How do you talk?

How do you explain your points? All these are a matter of conduct, how do you tackle difficult questions? You remember in the last classes I said, difficult questions how you tackle questions, how you tackle difficult questions, how you give answers, how you respond, how you communicate all these has a certain code of conduct. This code of conduct is depending on profession, depending on the product that you are selling, depending on the situation.

You are in the code of conduct as I am expecting that he was a seller he is going to somebody to sell your product, at the same time the code of conduct is also required for the person who is listening to you as a buyer. So, in this cases you have to be you know very well prepared in terms of code of conduct, do not ever break the code, if you break the code then you lose the person forever.

It is the business, it is a business which grows over time, it is not the first deal that you are going to have with your clients, it is not the first interaction that you are going to have with the client, it is not the first interview that you are giving in front of the interviewer and at the same time just look at the other side. It is not the first interview that you are taking as a interviewer, it is not the first purchase that you are making from the seller, it is not the first interaction that you are having with somebody else ok.

So, the code is important, there is no really written code of conduct; only thing is all those positives that I said in our personal skill, if you take all positives they almost set itself a code of conduct. You do not have to really, try let me know what is a code of conduct if I am going to sell, one way say machine, what is the code of conduct I should have, if I am a teacher you see all those things which are required as personal skills and

then your social skill together you will find that the code of conduct will automatically fall in place you do not have to really try and write it down. So, take note of it, compromising is another very social skill, very very social skill very difficult most often people do not like to compromise on situations ,everybody wants to win nobody wants to draw, draw means even, nobody wants to be even everybody wants to win and nobody wants to lose.

Now, compromising as a social skill is very important, when you find that things have gone to such a level that you are not being able to you know reach of consensus, mutual consensus for certain decisions then the best is to compromise. This compromising skill is also very much true in the wars, very much true in the political scenarios, but it is not true in something like say where engineering is in, medicine in is in it, law in it where they has to be a certain level which has to be attained.

In such cases compromising the quality in engineering not done, compromising the quality in medical treatment not allowed, compromising the quality in terms of legal judgment not allowed. So, compromising is a good social skill, only thing is appropriate to some situations. So, you have to understand where, where this compromising required and not only that not everybody has this skill in the whole set which I am talking about here you will find not everybody is rich in all these skills.

If you understand that what is a benefit of it then you try to dig in more in it, conflict resolution is one which is a very strong skill of some selective people. You know when the conflict arises when there is a disagreement, when there is a disapproval and when the conflict arises and the disagreement comes in both the parties are highly agitated, if it is smoothly done; that means, I suggest propose something you accept it done very simple. I propose something you refuse it now it starts, the conflict starts.

Because I propose something not for the refusal, but for acceptance the moment you have gone on the other side then the conflict arises and the when the conflict arises you know entire mind system works very very differently and I would say very negatively and since the conflicts are such that which needs to be resolved otherwise the whole universe will fall flat, you know is because of the conflicts the war starts.

It is because of the conflict on the road side fight starts, is because of the conflict a project gets stalled, it is because of the conflict arbitrators are invited, is because the

conflict the lawyers fight, conflict resolution is one such social skill strong social skill. If you are good at it then you can always resolve the issues and resolve the conflicts, this particular point is very very important, you know always try to find out in your team if there is somebody who can resolve the conflicts.

I will just cite one example which I have read somewhere else very funny, you know I talked about something called problem solver, problem solving there are rarely such people who can solve your problems every time or any time. But there are some gurus you know who can solve your problem in just a split second, you would not be able to imagine that the way he has solved your problem or you know resolve the conflicts.

There they are using a very fine techniques which are innovated on the spot, I will just cite one case a person came with a burn in the feet, the group who brought the patient to the hospital created ruckus, created a ruckus saying that you have to immediately solve this and all that problem.

They started threatening all the members of the medicine, you know emergency wards the doctors and all others, the thing was going beyond the control because the people, group who brought that particular patient the group was really rowdies and they did not willing in believed in any code of conducts that in the emergency ward how they should behave. All the young doctors, house staffs you know they were totally at a loss, what to do, what to do? How to resolve it and they are all rowdies and they are you know you know abusing us and they are they might break the things.

It happens in the hospital breaking and all that thing, one senior person just came in he said, what is the problem? Say no this is a problem you know like say this person has a burn in the feet and it has to be immediately looked into, the person the doctor looked at the feet and found that is very easily curable, but his first point was to reduce or resolve this conflict of you know these people are trying to get it done right now and doctors do not know how to handle it.

You know what he did? He said it is a very serious matter, it is a very serious matter, yes if nothing is done at this particular point of time then this particular patient is going to have a serious medical problem, everybody stopped then he said I require each person in my chamber to explain what is a situation and the solution lies in replacing that particular skin immediately.

Then the doctor said, that senior doctor each one of you who wants this particular patients to be taken care of properly please support this replacement of the skin, come to my chamber individually let me check your skin whether I can take a part of your skin and replace that particular skin.

You do not know, what was the result in a moment the entire rowdies vanished from there because nobody was ready to part with their own skin just for the sake of it and everybody vanished then this person was asked, is it really a serious issue that this particular skin has to be removed and replaced no nothing. Only thing is I converted the problem which they were throwing on to doctors I converted them and thrown on to them that you give me skin I will replace it and they found that nobody is ready to part with their own skin they just vanished from the whole spot. This is a kind of scenario which is reducing or resolving the conflicts and you know solving the problem, it does not happen every day.

But the day it happens you really cannot handle it, many of the hospitals you must have found if a patient has died the family members they come and break the hospitals you know a furnitures and all that, there should have been some problem solver, there should have been some person who could have resolved the conflicts.

In negotiation conflicts are very frequent the conflicts are frequent because the interest is clashes, the client wants to get it at the cheapest that they want to pay least and the person who is trying to get the service they want to earn most, the conflict is basically it increases, the conflicts are very elastic. So, if you have good social skill by your oratory power, by your wits, by you know common sense you should be immediately you know solving this, at that point what you require is as a social skill is your presence of mind.

That how you handle it, you do not try to think about what is going to wrong, go wrong this is I would say if I now try to combine the skill set of that particular doctor who resolve the conflicts at that point of time, I would say he was a very innovative. He was very innovative he was not prepared for it he just entered and heard the whole story within minutes he solved the problem.

So, he is a problem solver, he is a conflict resolver and he is innovator he created a story he designed a story on the spot and then he advocated the rowdies for coming forward to

help. So, if you see all these things together you will find that there are so many things which are required in our mind when you are communicating, this is important.

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Now, under this social skills further, collaborations how do you collaborate, work with others, how do you collaborate? This I have discussed earlier as well, cooperative behavior is very strong point of collaboration.

You know why should somebody like to collaborate with you just first analyze this, are you that great, are you that great or are you the only one that that person or a group who is trying to collaborate with you are seeking your collaboration, could not they be an alternative, could not they be a better group than you.

So, now, you see that collaboration they are looking for it is highly dependent on the cooperative behavior of both the bodies, when you are thinking about the collaboration the cooperative behavior means you should be able to ready to help, somebody requested for your collaboration in exchange of definitely service and payment, but your cooperative behavior should make them so comfortable that they should fall for you whenever opportunity comes and they should not look for an alternative of yours.

In a business if you really want to earn fame and money then your cooperative behavior is must, by cooperative behavior you can also refuse a proposal very smoothly and softly

and you know politely saying sorry I cannot agree to your this proposition I cannot join you.

So, your refusal of the collaboration also can be done with your cooperative behavior means you are cooperating with him to explained that you cannot collaborate. So, you understand how strong the point is, customer handling skills is the kind of skill which is required by only people who are handling customers or dealing with customers.

This skill is very peculiar the person who is handling the customer he thinks the customer has come here because of his demand of the object that he have processes or demand of the product an example, suppose somebody has come to your clothes shop to buy a piece of cloth you are on the other side of that sales window and now you know that this person has come because he needs that particular garment.

So, he has a demand and you are waiting for some people to enter to whom you will sell, now he will explain what he wants, he will show him 10, 20 pieces may be that none of them matches with his expectation and now if you start pushing because he has spent about 10 minutes time with him, shown him about 20 pieces each 20 pieces you opened and again closed, you know folded it took your time and energy.

So, you want to make this sale closed then you start pushing him to this that pushing him in a such a manner that he is force to buy one I will tell you this is a very negative skill. Customer handling should be such that he will not buy a single product, he will see about 10, 20 products of yours of the similar nature he will see it not selected and then go back with a very very nice impression that this person whom I dealt with I am feeling very sad that he showed me 20 such pieces but I could not buy one he should go back with that kind of feeling.

So, that the next day when he will come he will enter to the shop with a smile towards you and you also should return a smile, knowing fully well last time he came and did not buy anything today also he may not. So, customer handling skill is very important and I will tell you for my suggestion for those who are appointing this customers seller, please choose the persons very carefully.

Your business depends not on your communication with the customer your business depends or business growth depends or your turnover depends on your customer handler

with the customer, there may be 10 customers handled by 10 of your employees and you are sitting in the cash counter, mind it if 10 persons behave differently you might lose out of that 10 5 customers who will never enter your shop because they have behaved differently.

So, you train them, either you train them if they are lacking in some skills or else you select them based on their, that particular good skill. So, it is that social skill important and I can tell you good customer handling persons will always attract good customers, dealing with difficult people if I take it in the other manner yes if I am saying that handling skills dealing with difficult people is equally important because in the whole world will be full with less difficult people, no difficult people, more difficult people no problem making people, but the thing is difficult people will be there.

So, you must know that is the skill that how you handle the difficult people, the one simple clue is if you are handling the difficult people the first thing that you do is keep your cool, be calm keep your cool because difficult people they create such an ambience that if you start reciprocating the way he is doing it only aggravates and more conflicts gets generated.

So, when you see somebody is difficult person in front of you, if you are trying to resolve or say solve the problem then you become doubly calm, doubly cool and then try to understand do advocacy try to help to problem solving everything is possible, but how you deal with the difficult people.

All these charts that I will give in which this will also be there, do not be biased about yourself, do not be egoist when you feel this up, be honest to yourself that no I think I cannot deal with the difficult people you must be taking that and if you wrongly take that yes I can deal with difficult people but actually you cannot then I will tell you your self assessment will be wrong defensive. Be defensive, but do not be over defensive, defensive is you know the situation you protect yourself you defend yourself, but never be over defensive if you be over defensive I am sure you cannot really do any business.

Offensive is negative but defensive is for your protection mechanism and over defensiveness is contrary to your growth, delegation skill is one delegation skill is what that you have say a large work has to be done, the work has to be shared responsibility has to be delegated in some because you cannot do everything alone yourself. So, you

delegate this delegation skill is very uncommon, everybody who works himself one knows how to work on something and who has innovative skills and good skills are producing they find it very difficult to delegate. Because why he cannot delegate, the person he is delegating to may not be able to match the quality or expectation of this particular person, that is why delegation becomes difficult, but if you have the good delegation skill that you know you can control the whole projects whole team and you are delegating responsible to others it always adds one lot of cautioning let me tell you, if you are getting delegated then be very careful watch the person who is delegating to you.

Quite often you might come into contact of somebody who cannot do himself anything, he got a project he got a position and he is only delegating to you because he cannot do himself, be very careful about those people I have come across many such who cannot do, who will delegate to me, I will do it for him and then he will not know what is a worth of time and the value that I have given and he will keep on criticizing the work because he delegated and the work came from him to me.

I will just put this note of cautioning for your benefit friends, if you are getting delegated then be very careful never get delegated by somebody who is not competent, you will understand this in future when you will go to the profession, diplomacy is one.

Diplomacy is one which is you know basically how you place things diplomacy is not negative being diplomatic means what you wanted to say, but you do not want to say, what you wanted to say you say in a different language this is a strong social skill. The ideal diplomacy skill is if you have said your point what you wanted to say in such a manner that he did not get hurt, but understood what he wanted to say that is the best way of diplomacy.

So, diplomacy is basically evening out evening of say evening out the situations. So, be diplomatic, but every time being diplomatic makes your negative personality, etiquettes and manners I need to really need do not need to elaborate, etiquettes and manners is how do you manifest in different situations. Your movement of hands, holding of pens, taking the papers, tearing of the papers, folding the papers, taking out your handkerchief getting, up sitting in all these you know it requires a manners.

Manners is something which everybody feels very comfortable with, there are certain rules which are also taught in etiquette and manners that you should do this, this, this,

this, this. Since you are in the business most often you are in the sales and marketing in such cases your etiquette and manners become very very essential that takes you through people appreciate, good mannered people. So, now, if you see the manners is not simply one word manners will be supplemented with many other personal skills. So, I stop here at this particular point and I suggest that we will go further read more on this listen to me and if you have any other further queries please send me a mail and in you or give your opinion in the forum so that I can clarify many more points.

Thank you.