

Soft Skills for Business Negotiations and Marketing Strategies
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Lecture – 23
Communications: Verbal and Non – Verbal

Good morning. Today, we are entering into sixth week of this course. So, far we have discussed about various soft skills. So, our primary domain of this particular courses soft skills for business negotiation and marketing strategies, but interestingly today onwards I will be discussing everything with some bit of tips, tricks, dos and don'ts and my personal experience, experiences of others borrowed, experiences or cases learnt through various research papers and books. So, pay attention to me, when I will be explaining this. You will certainly pay attention to the writings, but it repeatedly you should be running this to get the points which I am going to highlight this way.

So, today's course starts with week 6, the topic is communications verbal and non-verbal. Very interestingly, you know the entire success or failure of every individual depends greatly on this skill communication skill. It is for this reason this communication skills part I kept it at the end, so that all other skills which you can imbibe, you can practice, you can learn, you can also exercise on field, but communication skill I thought that I should be stressing more and more. The benefits of this will go to such people who are either very busy in negotiations every day or going for first time negotiation or going for an interview with her celebrity going for an interview with clients more importantly the students.

Students who are going to go for interviews which will be followed by group discussions and then there will be sometime maybe some bit of enactments. I remember one of the international companies who came to our institute they took the interview in three cycles. First they have scrutinized all those credentials and ultimately boiled down to a certain number. Then they sat with the candidates for personal interview, shortlisted from there. After that they went into group discussions with those shortlisted candidates. After that they had given them a play a drama to be an actor, they gave them a theme, they made the entire groups split into four, give each one of them a theme, and said take 15 minutes this is your team, team of four or five that they had made I do not remember. But they

said this is your team fifteen minutes time this is your theme, prepare a play rehearse it and come to us and present in front of everybody. From then they made a final selection.

I had a very detailed discussion with the HR. Chief. I said ok, I understand the short listing by scrutiny I understand the short listing by a personal interview one-to-one or maybe one-too-many, you are many, candidate is one and then the group discussions, but what is the meaning of that particular enacting a drama, a play in which you have given. The HR. said a very interesting thing he said look we are selecting people who are going to represent us. Henceforth, till his retirement or maybe beyond we should not make any mistakes in understanding or identifying a real challenge who are going to be the real assets of our company.

Individual interview or personal interview is based on questions, some set questions and the question generated from the answers, and the students are candidates answering, fine. Group discussion gives us an idea to view from a little distance that how are they interacting with others, do they have leadership skill, do they have a logic in whatever points they are saying, do they have a continuity of the thoughts all these we watch from a distance.

Still we would like to see whether the candidate has creativity, innovations, any time on any situations whether they can do well or they can handle the situations for which suddenly they have been given a team that means, it is an instant decision of a team. And the next is they are given only 15 minutes time as if it is a boardroom within which all the board of directors are supposed to take a decision within 15 minutes on that theme, and then they have to act the way they should be performing.

So, you would like to see them from a distance that how are they performing. Once the perform we make a judgment that judgment is also not full proof. So, what they did is after that the next day morning the shortlisted candidates were invited for the shortlisted candidates were invited to the field. And they said let us play games, there they have found out how people communicate with others, how they share and care for others. How do we how do they you know pass you know there was a football game that they had planned that how do they pass a ball to another, the opportunities. You remember I said that somebody who never leaves her pass to anybody and tries to put a ball in the

goal, this kind of things is sometime counterproductive of our company when there is a group work. So, they have done all those things.

So, now, everything is checked with respect to the communication, how do they communicate. You know in fact the communication skills of a person for any kind of such negotiations or business or marketing or whatever has multiple segments. One is networking, another is writing. How do you write or shoot a first letter to somebody whom you do not know or you have not seen. So, it is a written communication. Then there is another which is verbal communication, how do you talk and then there is one very, very critical one is nonverbal communication.

We have not spoken a single word, but you made a lot of you know gestures and postures and movements you know hands and everything by which you have communicated to them, many things necessary for this. Because written communication is again not a very soft skill, it is a hard skill, you have to learn the language, you have to learn the language, you have to learn the grammar then you have to know how to write something, how do you express something. So, it is a kind of hard skills. So, I will not go into that maybe some other time if you require. But at this moment, I will be talking about the verbal communication and nonverbal communication. In that, I will first talk about something about communication skills sets.

(Refer Slide Time: 07:30)

Communication Skills

- Body Language
- Business Communication
- Conversation
- Contesting Opposition
- Graphical Expression
- Humor
- Interviewing

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In the soft skill communication skill sets, we have again this will come you know alphabetical order. So, you do not think that this is the most important one, no, it is coming in alphabetical order. Body language is one of the strong elements of nonverbal communication. What is this body language? You know we cannot remain static anywhere and everywhere, somehow the other we are living organisms, so something will be moving hands, bodies, toes, heads, hairs, nostrils, lips, eyes everything will be mobile you know they will be active.

And now what happens is when you are manifesting or acting, your body speaks something or communicate something to the person who is looking at you. It may be that you are not really communicating with that person or that person does not have any intention to communicate with you, but in the body language what happens is even if you do not want, if you look at somebody then his or her body language will communicate something to you. Whether you like it or dislike it, but the communication will be made. Once this communication is made, then automatically your mind that your power of interaction quickly jumps into a process in which they make a judgment.

Somebody is you know you went to a hospital, you are waiting in the lobby, and then you found that somebody is you know rushing around with tense phase. And this just after him you find person he is looking you know he is moving only the smiling face nobody is talking to you neither they have an intention to talk to you nor you are talking to them, but immediately their body language will communicate to you in your mind.

This person is stressed; somebody in the hospital must be not well. This person must be under trouble. And the other person probably got his patient treated. Now, he is happily going back, because nobody enters the hospital with the smiling and laughing stages nobody because they come to the hospital or emergency when they are under stress either he himself is a sick person or he is bringing somebody or escorting a sick person.

So, if somebody enters a hospital with a smiling face that you first your reaction is this person is not the patient or this person is now coming to collect the patient who has been recovered. But if you find somebody coming with the tense face you know very, very dynamic and tense face a lot of you know kinastatic movements are there you should be able to judge that he is under trouble then you must might find that immediately after yeah a stretcher is entering with a patient. So, your judgment nobody talked to you,

nobody told you nobody even advised you to look at automatically the body language committed something to you. I will tell you this is one of the most risky stuff in our life.

You know what happens is we think that we communicate with people whom I want to communicate with or the person who wants to communicate with me, unfortunately what happens is your every movement is communicating something or the other, if there is somebody watching you then automatically communicated. So, whether it is voluntary or involuntary communication is already done. So, body language is very, very essential and one of the strongest soft skill one of the strongest not the. I will go into this detail when I will talk about interviews gds negotiations and such things where what kind of body language will communicate, what that will continue.

And what you should not do, one of your gestures or one of your posture, one of your hand movement, one of your eye movement might communicate something which is contrary to what you really meant. It is something you know what happens is you wanted to say something, but you said something and suppose you are what is said verbally is not the right thing.

Then probably you will be apologetic saying I did not really mean this; that means, you communicated with words, but it reached the listener and the judgment is or result is negative. So, similar thing will happen in the body language. I will tell you friends body language however best possible you try you try to emulate the good body languages, I will go into the detail of this after. First let me talk about their skill sets.

Another communication skill is business communication. See, writing a letter to your parents or to your friend or to your cousins or to your brother or sister or siblings, you know it is not same. But the thing is writing business communication is a different kind of ball games, here the intention is different. The earlier cases your intention is to communicate how to and to inquire about how are they or to let them know the how are you at this moment. But in the business communication your objective is always to gain, gain something, either gain a business or gain some money or gain some opportunities, gain some contacts, always something to gain.

Look at the other side the person whom you are communicating he would also look at this communication as a game to himself. These discussions may come later, but business communication is one of the very strong communication skills soft skills, not

everybody. See here a person with a good English language of command over English language or other languages does not necessarily mean that they will be writing very good business letter, no, business letter has certain you know certain decorum, certain scale, certain size, certain language, language of writing, language of communication.

Then comes conversation, conversation comes very strongly for verbal communication and body language comes in nonverbal communication that means, you are not saying anything everything is through this. You remember how he must have seen pantomimes the person who does pantomimes. In the pantomime, the person makes all kind of gestures not a single word spoken, and he is communicating exactly the situation that he is trying to enact that is through body language. You just make a pantomime stand there and hold him he cannot move do nothing, nothing will be communicated; the greatest pantomime held hands held legs tied and static, no communications.

So, the body language is that that is nonverbal you do not have to speak a single word and conversation is verbal communication that means, you are now talking and conversation is always nature that means, you are conversing with somebody else. You do not converse with yourself I said earlier you do not converse with yourself you converse with somebody else. And every time there is a generation of conversation or sometime there is a blockage of conversation, I will come into this detail. See the thing is what I am doing now is I am just introducing to the tips of this, moment I will come to these in detail there were lots of other points which will open up.

Contesting opposition is another communication skill. What is this contesting opposition? You made a point to your friend, the friend objects he says no I do not agree with you. You made a point to your client, client objects and refuses, I do not agree with you; client makes a proposition, you are now objecting or refusing. So, whenever there is a you know opposition comes I said that if suppose there is a null or negative answer coming on negative results coming, then the negotiation starts. Contesting opposition is whenever you are being opposed then how do you contest it, how do you put your points forward to prove that what you are saying is right.

Sometime contesting opposition may be negative why because the opposition that is coming forward to your points that may be the right point, but here I would say that is also very good communication skill when you say you are contesting the opposition

saying that I agree with you, but there are many other points. That means, you made him happy made him comfortable that there are agreements. So, contrasting opposition is another.

Graphical expression is another. See, how many ways we are communicating how do you sketch, quickly a sketch. I will just give an idea on my white piece of paper can I just see. Because I am a cartoonist by hobby, I will just draw graphical expression. You have to give, you have to understand what I am drawing.

The moment I show you these two pictures graphical expression, I do not need to tell you that this person is bald, and this person has long hairs. I do not have to tell you that this person is happy, and the other person is unhappy. I do not have to really tell you that this person is un kept and this person is even a bald well kept, very simple way of saying it very simple way. You know what happens in a profession what will happen this is just I am saying with respect to comics or cartoons.

What happens do you know that whenever you are communicating sometime you will find that your client is not being able to understand your written expression or your verbal expression or the body language, in such cases the only way that you can communicate to her is through graphic expression, we the architects are very strong in this, the artists are very strong in this, engineers are very strong in this, doctors are also very strong in this.

I have seen doctors whenever the doctor is trying to explain the exact scenario what has happen to the patient's body parts which is now under treatment immediately he drew a sketch. And the moment he drew a sketch the person immediately got communicated, yes, I understand what really has gone wrong or what has happened and how would it improve. The point is graphic expression graphical expression is another very strong soft skill for this. I will give a summary suggestion summary advice to all of you after I finish this set.

Another very strong communication skill is the humor; that means, you are communicating with humor you are making the other person comfortable through humor. But when I will talk about the verbal communication and then I will highlight these humor outputs are certain no dos and do nots in that, but however, I can always tell you that nobody wants to communicate with others who is turn rigid. Everybody wants to

speak to somebody or conversely somebody who is soft, accommodative, adoptive affirmative you know there are so many things by which we communicate you know we get results.

So, when we talk about this and then another communication skill is interviewing. In the interviewing, but interestingly it is a very good combination skill not everybody becomes good interviewer. The reason is there is a purpose of interview, there is a status of interview. I am not talking about the interviews which are on the road like say you pick up a microphone, and then catch hold of anybody randomly and then start taking their feedbacks that is not the interview I am talking about, but that is also one of the strong interview. I have seen that for our surveys, when we send our students for survey a field survey for our planning and other exercises I have found that some students come back with very good responses.

Some students say sir actually they were not responding they were not opening it up did I ask this question, but they never responded see the thing is it is all art of interviewing. How did you interview, how did you open your question, how did you catch hold of him how did you make him stop, he is in a movement, you stopped him then you tell him your objective of this particular interview, and then you ask you a few questions. How many questions have you asked, how lengthy was your questionnaire, how long was each question and what was your reactions to the affirmative or negative responses. All these are strong skills during interview.

I am not talking about those people who interview with lots of background research on the topic and the celebrity whom the person is interviewing. And in the process what happens is before the celebrity opens as of mouth this person start answering the thing I understand I understand what you want to say is these, these, these, this I will give a good enactment afterwards. So, thing is basically when we were interviewing somebody its communication skill, how best you could communicate your points our questions to him how clear or discreet, how brief how to the point so that he can respond.

Now, then let me give some summary suggestions at this advice at this point after again I will go forward. Whenever you are trying to move in your profession or in your life, my suggestion is try to learn graphic expression right from the childhood days. If you recall

in my initial discussions maybe first or second lecture I do not recall in which I said every salesperson must have some exposure to dramatics if you recall I said that.

I said that if you are selling then you must also know how to act, I am not saying that you are faking or you are mocking or you are enacting something, which is untrue, I am not saying that acting or dramatic skill through. Rehearsal makes you trained about how to present your case in front of a large audience. And then you are pushed into the stage with all spotlights on and you are alone, and now you are speaking to the audience and how best what you are rehearsed how best you can connect it to them.

So, if you learn that then while selling, you will make a background preparation at your office or to your home, and then when you go and actually meet the client then that is a stage, and your audience is either one client or many clients sitting together, you are only one actor. In a play, they may be more than one actor; I am not saying mono plays you know mono acting plays. I am talking about say two three persons with your group who are also acting at that point of time, and then some points are raised which are unpalatable to the clients, how do you tackle it you know all these things you learned through the dramatic exercise.

Now, then if anyone, any person who as enrolled for this particular course belongs to the younger group of the school going children, then I have a very strong suggestion. Suggestion is if you have not been doing this till now please from tomorrow onwards join a dramatics club, practice debates, practice elocution and practice art, graphics expression. If you do these four you will find that when you are interacting with people it is just a cakewalk, cakewalk. You have do not have to be expert orator, you do not have to be a good artist, you only know that how you can communicate a well it is for those who are now in the school going stage.

But those who are now in the college, you have not practiced this in your school time because you are too busy with in your school preparation, school study preparations. But now it is a time join the clubs of your institute cultural clubs, tram this club any clubs such clubs photographic club, painting clubs or finance club join and then practice.

Never think that any time is late that means, you do not think, since I did not do in my school days I cannot do it now because I am quite old now. Join. For people who have crossed their college life now gone to the profession is now hunting around for jobs or

maybe doing business or whatever join a dramatics club. If possible spend some time 2 hours every Sunday in a graphics inspiration institute that means, a fine art school or such art schools or join somewhere where you can speak well there is nothing called too late for learning anything. So, my suggestion take it very seriously and then try to follow.

(Refer Slide Time: 24:30)



The slide is titled "Communication Skills" in red text. It features a list of eight skills, each preceded by a small square bullet point: Language, Listening, Physical Communication, Picking up Leads / Threads, Presence of Mind, Presentation Skills (High Im), Prompt Wits, and Public Speaking. The text "Presentation Skills (High Im)" is partially cut off. In the background, a man in a suit and glasses is speaking. At the bottom left, there is a small "2 of 3" indicator and logos for IIT KHARAGPUR and NPTEL ONLINE CERTIFICATION COURSE.

The other points, which are coming now is language. This language is I am not talking about the language in which language you are talking it, no, it is not like English, German, French, Hindi and other regional languages I am not talking about that language.

It is a language means the kind of words that you use, the way you speak that is what is language that means, how do you speak, the way of speaking that is language. Are you using formal language, are you using informal language, are you using language with wits and humor, are you using language with too much of informal one are using language with acronyms, are you using language with code names or code words, this is what is the language part I am hinting at. So, communication skill with the language is important.

This skill my god this is one of the strongest skill, but very rarely available. Listening in this world, nobody is ready to listen, everybody wants to speak everybody wants to share; everybody wants to share their experience nobody has time to listen. This is one skill is very, very, very important. If conversation skill is strong, then listening skill is

also strong in the listening skill unfortunately in conversation you are speaking and during listening you are closing your lips and your mouth and listen using these ears. And if you are listening then when you are communicating, this question I have heard from many.

My students have ask sir, I am listening what is great in that, I am not communicating. I said by listening you are communicating that means, you are you remember you know there is something called lend your ears, lend your ears means what you are being communicated with somebody wants to communicate something to you through his words, through his verbal skills, you have to now get it, imbibe it think over it. Even if you are not saying anything keep quiet, but still you are communicated. So, in the communication skill in fact, as I said I am repeating in this world nobody is ready to listen, everybody is ready to speak. Listening skill how do you listen how do you react I will elaborate later, I am just introducing these words to you.

Physical communication this physical communication is basically you know how do you impress somebody, how do you shake your hands by touching, by patting at the back, by putting a hand on the shoulder, by putting a hand on the forehead somebody is blessings you know communicating. When you go and touch the feet of your grandfather, he touches your top of the head, basically what did he do he gave you a blessing you thought as a blessings, basically he communicated by touch, touch matters a lot.

When you are in grief you will find that you fall back while crying you fall back on somebody else's shoulder basically or somebody else's chest basically what you are doing you are physically communicating you are seeking a support. So, physical communication is important, but physical communication has to be done very, very judiciously, very judiciously, I do not need to elaborate now. If it is not really necessary, do not touch others; if it is not necessary. If you are not authorized, do not touch others.

In your protocols, it is not necessary that if you have met somebody on you want to welcome him you have to go and immediately hug them, no, for god sake do not do that. You do it only when it calls for as an ultimate one that means, such kind of physical communication is important that means, you are now touching also by gestures. If somebody you see you know wave your hand or you know look at the person give a

smile and or raising eyebrows with a smile, these are all you know physically you are communicating, but that also comes under body language.

Picking up leads and threads is another communication skill. What is it leads and threads, leads and threads are basically information received from somebody either voluntarily or involuntarily that is a lead or thread. For business, it is very important. Quite often we are she you know we do not feel hesitant to ask somebody, can you please give me a lead. Do you know that particular person who is potential for my business, you do not have any business with him, but do you know him you know him can you give me a lead, lead means the collectivities through which you can be contacted.

How to pick up leads, how to pick up threads, threads means basically linking how do you do it. It is another very strong communication skill in which you know basically what happens is you pick up from your friends, from your clients, from your partners, maybe from your enemies or opponents or competitors, you just catch up a lead. And that lead when you take then ultimately you put them together in you know make 2 plus 2 is equal to 4 and then you proceed with your marketing skills to reach the clients or the objects or the targets or the opportunities.

So, this is another very strong communication skill. Picking up lead if I am saying is right then giving lead is also a good communication skill nothing is possible if you only expect to gain and never give. So, this is also important.

Presence of mind is how do you react or act given a situation which was not or rather unforeseen uncertain that is the presence of mind. You have suddenly came into your situation something happened, and you have to take a decision right away, you do not have any time neither it is required that you have to take you know permission from your superiors, right at that point what you should do is a presence of mind. And that presence of mind is one of the strong assets of some people.

And some people who have this presence of mind are quite respected and regarded in the company in the organization because it is they have you know very peculiar speciality of doing something right at the point when it is required to be done something. That means, you know something like doing the right things the right time in the right place we say that I got the opportunity because I was there I was at the right point at the right time.

So, doing right thing at the right time at the right place it calls for presence of mind; otherwise everything is in our sales and marketing and business negotiations everything is almost rehearsed and worked out. Always in a team of negotiations or even in the sales, you got to have some people who have very strong presence of mind, not that every time it will work, but the thing is most often they do work. Because you know they somehow get used to solving problems when there is a or you know taking a decision when there is a necessity of it.

Presentation skill is another. Now, look verbal communication skill I said, graphical skill I said, body language is said, but presentation skill is all together all bundled together and having a high impact. That means, you must have the presentation skills that how you present the whole case I am not talking about the presentation means that you go to you know go with a laptop or ipad and ultimately connect it with a LCD projector and use the pictures I am not saying that.

Presentation is your objective is well presented whether through your media or through your words, through your gestures, through your scribbles, through your sketches, it should have high impact that means presentation skills with. High impact skills you know high impact presentation skills you guys will see it is very, very strong communication skill.

Prompt wits, it is always seen that most of the successful people are also witty. And the wits not that every time they are reflecting or expressing their you know demonstrating their wits no it is not, but wherever required they are very prompt in it that means, the wits are very well reflected very promptly wits never comes back after some time that way there is no lag. You want to say something with your intelligent analysis of which is in split second and then you take ten minutes to give that it will never work that is why its prompt it has to be the which has to be instant.

And now wits and humor quite often are you know they are confused with or thought synonymously. Actually wits is also the kind of presence of mind which gives you a skill to say something express something; that means, a very sharp persons very intelligent persons quickly thinking very strong with strong intellects power, then very quickly thinking about something and then giving an answer.

It is a combination of many things like presence of mind, wits and sometime humor blended with it; it works miracles. That means, if suppose a deal is done then you do not start jumping, but you end the deal with a little bit of witty or humorous renditions, you simply do not say with a stone faced gentlemen. So, we have we are agreed to it now let us go back thank you very much no you say something make friends you know that is how it goes.

And public speaking altogether; that means, how do you speak to others public speaking, I have already talked about when I was talking about peoples skill or social skill at that point of time I talked about this. So, so far up to this much I have discussed I will go further forward so some of the other communication skills which I will first elaborate and after that ill straightway go into how shall I groom you for your overall communication skills with the help of soft skills.

So, please wait for it, till now whatever you have gone through, we read, we read it wherever there is any confusion is I do not expect that you have to ask a questions to know something different, no. I expect that you will be asking through in the forum some clarifications something more if you have some doubts get that clarified. So, asking question is always giving an idea that you do not know the answer, see I am drawing all these examples from our life from my own experience, others experience.

So, I expect you also have your life and you are experiencing all these things, but you may have some doubts, some more clarity will be required. So, please feel free to write in the forum not as a question, but seeking clarifications, I will be very happy to give you all responses to this so that my points are best hit and goes to the right mindset what we are intending, is that ok.

Thank you very much.