

Soft Skills for Business Negotiations and Marketing Strategies
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Lecture – 24
Communications: Verbal and Non – Verbal (Contd.)

Good morning friends, so far, I had been talking about communication skills, I have given you some idea about some skill sets under communication skills. I will continue with this a little further and then, I will go into the actions the way it should be practicing ok.

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Signal communication is a mixture of body language as well as physical communication; that means, you are giving some, you know inputs to somebody remotely means within the visible distance. It is like somebody whom you want to call I will give an example, very rudimentary example somebody you want to call you can call by his name shout.

But it may so happen that the distance is such the sound never reaches him. So, he does not hear the call you are trying. So, verbal communication you trying the next one is you are using body language and by body language means you are raising your hand and waving. The moment he looks at you never hears the word, but he now knows that you are trying to establish a link with him, that is signaling. Signaling for positive impacts signaling for negative alertness, everything is possible. If suppose you tell somebody

please come; that means, you are signaling come see the look at the hands it is body language. You are you know if you say like this; that means, go back go back move see the whole movement of few fingers and the palm makes such a difference. From a distance you shout go back he never hears.

But suppose you say go back go back means nothing, you are asking me to go back, but your hand is saying come. He gets this signal coded and then he decodes in the mind that this kind of if the fingers are forward means come and immediately comes, but actually you do not want him to come. The thing is signal communication is so critical and this is rude even 3 standard day to day example, but I will give you one example in your office what happens in your negotiations. Is it really useful signal communication? Yes, I will tell you suppose, you are negotiating with a team do not accept, but you would also like to know what others are saying, you have an opportunity you may say give us 10 minutes time we will discuss it out ourselves and then get back to you possible.

But it may so happen right instantly if you say yes and no it makes a good sense and more beneficial to you in such case what you do, you look at the other 3 persons and wait for their signals they may not be able to say because, they do not want this sound to be reaching others what they are suggesting? There may be one person who may say do not do it there may be another person he may say let us try it, there may be another person who may say do it, and if suppose there are 4 of you and one person says do it, you also think do it, then immediately the person who says do not do it he gets nullified, but the other person who says may do it comes into your group and you take a decision and instantly say do it and we accept.

This is how the whole signal thing goes on and I will tell you a very, very strong trick of signaling, there are many ways of signaling. When I will talk about the nonverbal communications in which when I will say signal with gestures you will find that there is a sense in it not everything is trained like say I cannot make you sit in front of me as students and then say, do this by which you are signaling. In fact, signaling is a very quick very prompt mental exercise which gives you a result or a direction that do or do not do it and even if it is something like in between that it may be done in your mind if suppose all 4 of you think it may be done in that case also a signaling matters.

I have always seen in during our interactions, there are somebody who alerts, who cautions who says, do not do it. The moment you look at him and he says you know he just said this much nobody notices or he may say you know looking at eyes do not bother do not care I get a hint he is saying do not; that means, there are so many such kind of gestures in the whole body language which you can make sense and these things are not class book or class notes oriented subjects which you can learn, that is why they are all very strong soft skills. Signal communications, I am not talking about such signals which are basically electronically transmitted no, here everything is through your eyes, through your smile, through your movement of the head, through your movement of the hand, movement of the finger, through your eyebrows movement; that means, this signal makes a lot of difference speech.

How do you speak? We say verbal communication; that means, the communication through speaking and this art of speaking which you take as a very strong you know element of verbal communication. The speech how do you speak? What is your voice level? What is the depth of your voice? What is the tone of your saying? What is the actual sound type? Is it feminist? Or is it masculine? For male members or say for men is it normal? Or is it very deep? Or is it furnish? For female just the reverse is it normal? As in female voice? Or is it a little a little masculine? Or little crap? There are so many things in the speech and it is because of this in the negotiations, we always take people who whose speech is very well tested.

You know very interesting my experience with interacting lots of people, I have found some people who has a little bit of you know feminist voice that does not mean that they are inferior they are very, very strong a little feminist voice, but very strong intellectually makes a great deal of success, but I have also seen somebody whose voice cracks in between and that is very interesting and why is that what happens then, I found that I almost I guessed that, he has a vocal cord problem, you know it is a very nice voice he has and suddenly when he keeps on speaking suddenly his voice cracks and it becomes finnish and these kind of cases which creates a little bit of in a jerk in the whole communication flow.

My suggestion is that if you have such persons who voice keeps on you know is inconsistent keep him in the group, but do not let him interact and talk because, this may create a kind of you know a hilarious situation or maybe a kind of amusement at the back

of the mind of the people whom you are communicating with or it may be very funny at situations, it may be embarrassing for everybody including the person who has this. I have seen 2 3 such persons in my life and they always came forward to speak because they wanted to improve, but I have found that in in a group when they are negotiating their voice with this kind of inconsistencies made lot of difference and they were always negative.

So, you will always see look around yourself you will find such, if you are if you have this kind of experiences. Storytelling some people have the you know you know habit of saying whatever was to say as a story. Storytelling is good or bad it is a question depending on the situation sometimes story telling is good, but if suppose somebody has done something you send one salesperson to somebody and he went there, he got a success or failure for whatever now he comes back and reports to you and he starts telling you the story right from the time when he got down to your lift got the car driver was not available then, he looked for the driver and driver was smoking somewhere outside. So, he was called and then he fired him then the driver took him very slowly over there and if he keeps on telling you the whole story till the time he has returned back after this interaction you lost your interest, you lost your business also.

Storytelling is good, if it can be told very crisply very discreetly, but in the in a manner which is not formal it is not like say somebody is reporting at this this time I was at the parking lot then at that time I reached the office, I waited there for 43 minutes and then the person talked to me for 23 minutes and then it came back with this and then etcetera that is again bad story telling. That sort of discreet is also not required, what is very interesting? Is somebody tells you the actual gives you the report in a manner which becomes very smooth very nice to hear. So, storytelling is good or bad I am not saying yes or no or in favor or against storytelling is something which narrates the whole situation.

So, if the narration is very discrete and to the point then it makes a good impact if the narration is too much of almost like telling a story of the entire history you lose your interest and next time always you say oh no do not tell him do not ask him to go that he will come back and tell me the whole history of it you know this these are all our experiences. Verbal communication is the words. So, I use this like a speech and such thing. So, verbally when you communicate; that means, you speak with a tone with a

certain kind of depth using certain language and of saying the right thing at a right place or saying the wrong thing in a wrong place all these verbal communications, not everything is positive. So, verbal communication is when you use your words and the mouth the vocal cords to speak something that is verbal communication will come to this there are lots of do and do not in that.

So, I am summarizing it. So, verbal communication, visual communication with it is body language or through graphics or through presentations on the screen through media it is a visual communication; that means, somebody is being communicated your viewpoints visually, it may so happen say, when you look at the movie you must have seen the entire story is told by the director enacted by the actors, created by the entire production team when nobody is speaking to you. You are only seeing the whole movie entire history is narrated to you, that is a visual communication, very strong visual communication and here nobody is present over there. So, sometimes it may. So, happen quite often it happens like say my client sometimes say. So, you do one thing you just send one small video clips of your what you want to say and we will run it here and we will listen to you.

First time I tried this, when I was invited for a lecture in what another part of the country and I could not afford time and they said sir 5 you know 5 minutes to 15 minutes if you can you are the keynote speaker. So, you just prepare your lecture and take a PDF shoot of that and send it to us we will run it over there during conference as a keynote speaker he will not be present everybody will listen to you first time I did it and it went on a little further only thing what I did not like it was visually communicated, no doubt about it, also verbally communicated through media; that means, they saw me on the screen they heard me through the speakers.

Anything that I have given as an example, they heard me everything. So, I communicated to them I am sure, but the only thing is I did not get the feedback that whether they have understood, they had any clarifications they appreciated or they disliked it. I did not get that communication. So, visual communication is something which is one sided my suggestion dear friends is this if you really want to sell your product, if you want to sell your ideas sell your design then, try to be present at least through media, nowadays with skype, it is very easy or any other media the latest media in which you can be seen and you can also see the background of the people who are you

know everybody is sitting over there that is communication. Only thing that has reduced our physical distances through media through technological advancement I fully appreciate this, but never send your products there they will see it themselves and then they will get back to you they will never get back to you because, you do not know what feedback others are giving if it is through skype then, it is on you know it is live programs and there you know who is looking at your screen who is not looking at something who was sitting over there and after some time he will just left.

Who joined in in between, you see everything. So, nothing is communicable unless we have this media. So, visual communication is basically what is communicated visually. So, the skype is also a very strong visual communication in which verbal communication is plugged in and then, in my list written communication. How do you write? I said something about a earlier little before that how do you write? How do you express? How do you say your points? How do you highlight? Sometime in written communication you make something bold sometime you make something colored in the whole text or you put underlines or you make a marker tones in this; that means, the written communication is something where you are not supposed to be sitting in front of him and read out the whole thing. The person is going to read and that too nobody's reading it verbally orally.

It will be read by you know it will be read by looking at it. Somebody is not reading for me. So, your written communication should be such there every point it is clarity, it is look, it is formatting, it is font sizes, it is line spacing, it is paragraph spacing, it is heading subheading distributions, it is bulleting, everything makes such a great difference in a good between a good written communication and a bad written communication, but since I have said that my under this domain of course, I am not going to talk about there is a written communication because I consider, written communication as a very strong hard skill. So, I am not going to go into this, but now in the whole communication skill, everything is bundled together. Which one is important? There is no reason to find out that truth because, every situation is independent different, every context is different, even if we had been to some say, one of us once at say, 3 o'clock in the afternoon go there in the morning situation is different. Maybe the same place you have gone at the same time, made the same person, but your earlier situation and today's situation is not same.

The dresses are not same, the weather is not same, the light condition in the room is not same, the persons were coming in for interactions are not same the points that you are discussing is not a repeat of the last day. So, everything is different. So, dear friend take this very seriously your communication skill is such blended with total personality is developed through all other skills soft skills that I have talked about, basically makes you a person a full-fledged person who is strong with the soft skills. Now whether you are going for negotiation, going for buying, going for selling, going for marketing, your product going for developing a product or trying to make friends. I do not know what context you will be going into, but what is important is my suggestion is, go through all the points that I have said so far.

Categorized in different groups, but quite often you would find there will be some bit of overlaps, one particular sub skill under communication skill can be apart or may be the same in other skills as well. So, go through all the soft skill sets and these are the skills skill sets not all are created by me, these are all research through various publications whether it is in the net or whether it in a book or journals I have only done a very diligent task of assimilating all these kind of soft skills there may be many more, which I have not come across as yet maybe that particular references I did not get, but the thing is nothing is created from nowhere everything is gathered from others experience others learning others researches and that is what I am presenting in front of you.

At the end of this entire course I will give you a list of all references that I have referred in this. So, that you if necessary, you can always fall back on those for additional reading of those reference books or journals or nets or links ok.

Thank you very much till now then, I will go to the other stages later.