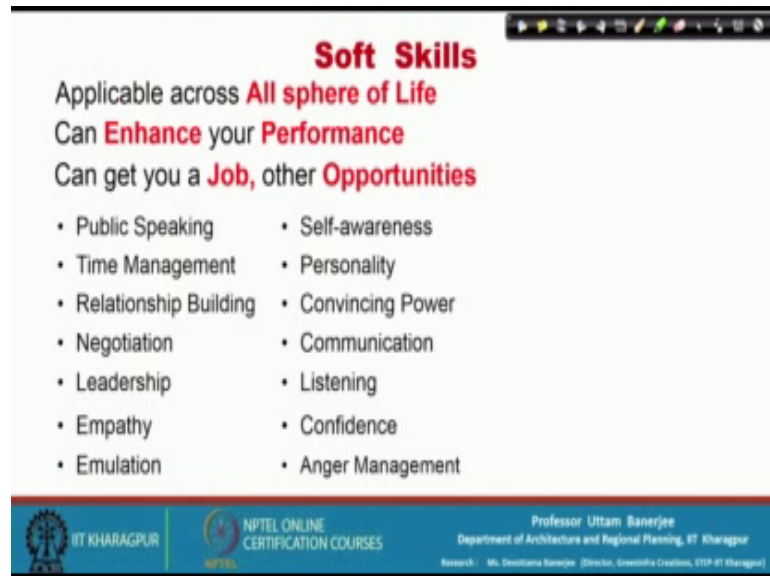


Soft Skills for Business Negotiations and Marketing Strategies
Prof. Uttam Kumar Banerjee
Department of Architecture and Regional Planning
Indian Institute of Technology, Kharagpur

Lecture – 03
Concept of Soft Skill (Contd.)

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Soft Skills

Applicable across **All sphere of Life**
Can **Enhance** your **Performance**
Can get you a **Job**, other **Opportunities**

- Public Speaking
- Time Management
- Relationship Building
- Negotiation
- Leadership
- Empathy
- Emulation
- Self-awareness
- Personality
- Convincing Power
- Communication
- Listening
- Confidence
- Anger Management

IIT KHARAGPUR | NPTEL ONLINE CERTIFICATION COURSES | Professor Uttam Banerjee
Department of Architecture and Regional Planning, IIT Kharagpur
Research: Ms. Debasana Banerjee (Director, Scientific Creation, STP-IIT Kharagpur)

Hence, what happens is that you have been called for the interview, 10 others have been called you go one by one. If you have the past experience of interview I am talking to the students that if you have ever attended the other interviews did not get selected. Now, you have being for the next interview, if you watch and analyze the entire interview process you find that the selection committee is sitting in front of you they will be asking you a host of questions, which you do not know what they will asking on.

Now, all the questions are going to be fresh for you. So, no rehearsal will work and when no rehearsal works every question is being filled it to you and now you are playing on it. What you are doing is you are retrieving your knowledge and trying to answer those questions in a best possible manner and answering to the persons who is asking you these questions. When I will talk about the negotiation and the bottle you know how the nonverbal communication at that point at or I will give you small small tips that how really address that interview, how to appear for it and that will be very helpful I have tested already with my other students.

Now, what happens is you will find, if you had been the last candidate then you will find that each candidate is given certain time, but that is not equal some candidates being given 10 minutes, somebody is giving 5 minutes, somebody is giving 25 minutes, somebody is giving 1 hour. At that point of time very interesting thing happens, you start thinking what is happening people are asking questions somebody has been given 5 minutes, he went in there and after 5 minutes comes out with his portfolio and then leaves a hall.

Then when the questions were asked and what was answered, you do not know this is where I will tell you I guarantee you that the soft skill works, it is not with the knowledge, it is a soft skill. How do you manifest, how do you behave, how did you enter, how do you answer to the questions, could you answer the questions, could you answer the questions is the hard skill parameter, but how did you answer the question is a soft skill parameter. What was your tone, what was your voice was where you shaky, where your nervous, where you confident, where you overconfident all these things start playing you know this is how the whole soft skill thing works ok.

I will be repeating some over here which I have like public speaking, time management, relationship building and negotiation I have talked about the leadership and the empathy, but look at this, this is the last one. Emulation, what happens is in the soft skill I say the soft skill can be taught, my students ask me sir can it be really taught, it can it be learned? I said yes it can be learned, how based on sharing experience and that is what I am going to do for you, sharing experience if you listen to all those successful people. In the YouTube there are lots of such as other examples if you find the people are speaking some successful people are being invited and their speaking on various issues and their success stories, if you listen to them very carefully that is your learning.

You are not going to any courses, you are only invited over there and you are listening to them and now through YouTube you are not even invited you are just opening a particular YouTube example for your knowledge. So, it can be learned, let me tell you hard skill has to be learned, hard skill has to be learned through and certified through certification, soft skill also should be learnt. I do not say that has to mean I do not use that harsh word call has to be because there is no certification.

Soft skill is learned through watching, through learning from others, through learning from others mistakes, through learn some other success and listening to others how they are manifesting and then finally, this word emulating, you are trying to emulate if you found something which some of the soft skill performed by some other person or manifested by somebody or else has led to your success you should try to emulate. At the same time if you have found that somebody has miss behaved become arrogant and lost a job that you do not emulate but, what you do is you analyze and discard.

So, basically this can be learnt. So, you know during my discussion quite often you will find the term called dos and do not's, I will be very straightforwardly saying do this, do not do this, do this, do not do this, this dos and don'ts are basically based on derived from the experience of others and the success stories or the failure stories and that is going to be shared with you so that you can make your own chances.

Because on the stage you are going to play, during your manifestation and performance you are going to play. So, you will learn all these issues and then when you are going for an interview there will be nobody around you except the selection company members and there you have to perform and when you are performing then at that point of time the do's and don'ts you do not have to really recollect. It should be a part of your own mental system that automatically do's will come out and the do not's will be taken care of, that is how I am planning this particular course and I hope this will be very beneficial for you.

Others like self awareness are you aware about yourself what you are? I have seen many people you know when they come for the interview they are not well dressed, I have also seen people who have come overdressed not required, extra dressed a good quantity of perfume on the body. The whole moment the candidate enters that particular selection committee room the whole room that is a different kind of omean smell over; that means, basically are you aware about yourself how you are presenting the personality.

What you are? How do you look like? You do not have to be handsome, you do not have to be beautiful how do you look like apparently overall very important, how do you stand, how do you talk, how do you enter, how do you greet, how do you exert that speaks about your personality. So, basically what happens is in the whole software sub sorry soft skills basically your personality is being built and this you can practice, you

can learn, you can emulate, you can practice, you can perform this is what I am very confident about.

Some more convincing power, since you are interacting with people and you are having an argument you are trying to convince somebody. If it is for business you are convincing about the prudence or the other you know utility of your product convincing. But if you are going with the bad product to somebody and trying to push sell you cannot convince, but there are some people who even sell the worst product because they have a supernatural convincing power.

So, but; however, I would always take the positive side, I will always try to discard the negative aspects of it. So, here the convincing power, communications, communication skill how do you communicate, whether it is through writing, whether over telephone whether it is speaking, whether with your eyes, whether with your gestures. How do you communicate and listen, since it is bipolar activity if you are trying to go for any kind of business or negotiations or marketing or anything definitely you have to listen, there will be a serious discussion on these aspects later.

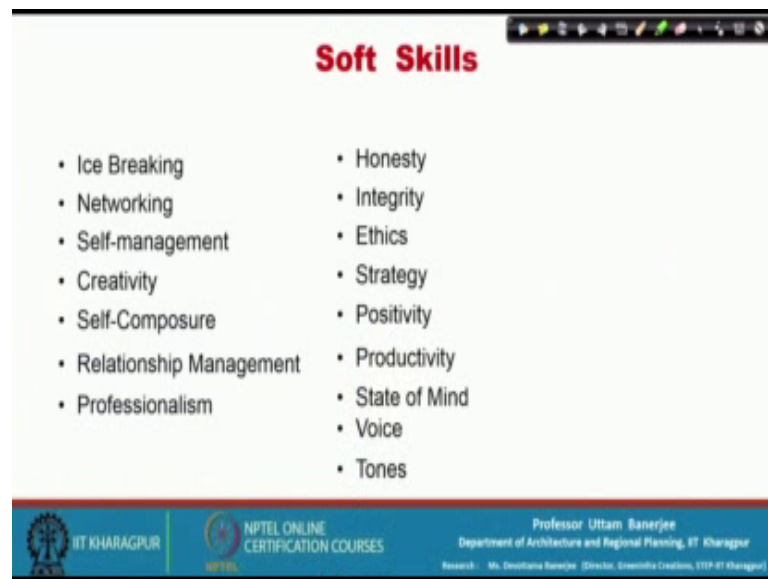
Confidence, you know I consider this is one of the very prime soft skill that you must have, you must be confident if you are trying to sell yourself if you are trying to you know why for a job if you are going for an interview, confidence is very very important and you know confidence does not come automatically. Some people are overconfident, I always say do not have under confidence, over confidence be confident you know why I say that confident means you know what you are saying is right.

If you are committing on something that you will do you can do something if you are saying that I can do; that means, you know about it, you have learnt it. If the certificate that you are showing is not fake it is original such things the confidence you know, the point is confidence comes from your background preparations, more discussion on this later.

Anger management I found that there are many situations when people have really you know become angry during the interaction, during negotiation becoming angry, angry because he is being opposed, he is being discarded he is being contested he is being nullified. So, people become every. So, arrogant they become angry arrogant you know these are you know has to be managed.

So, anger management and such things are very strong soft skills, basically what happens is many of the schools there is I do not think there is any formal, very formal education about it, but there are workshops and many other invited lectures on this by which people are trying to you know share with others the experiences and the pitfalls of a the goodness of it you know through there so such ok.

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Now, something like ice breaking, this is all these I have picked up from my big list which is going to come in later in a sequential manner.

Ice breaking you know what happens if you are going to go, suppose you are meeting some body and both of you are sitting side by side, ice breaking suppose you have gone somewhere and there is another soul other than you both of you are sitting side by side nobody is talking to each other, tell me who starts a conversation. You will be waiting for the other person to start the conversation and he or she would be waiting for you to start the conversation, who starts it number one this is one case, another cases that you know there is a group who are discussing on some topics and you I have just joined that particular hall and now you have nobody else to communicate to. So, you want to join that group, how do you enter that group, you do not know which topic they are talking about, you do not know who is up actually the figure of attention, you do not know who is who in that particular group. But you are now trying to join that particular group in discussion, there has to be an ice breaking very strong skill if you can do that ice

breaking well then you are very very strong you know ice breaking can lead to a very high level of success.

If you suppose an example let me tell you, the person I said that who is sitting next to you, but does not talk to you, he is not talking to you and you are also not talking to him. You do not know maybe a very strong opportunity of your life you miss because that main person may be owner of a big corporation and he is sitting over there and if you break the ice and start communicating with him conversing with him and become more friendly and has developed or his confidence gets his trust it may so happen that he may land up with a job in the same corporation.

So, ice breaking is important, but ice breaking does not mean intrusion, be very careful I said that always do's and don'ts ice breaking should not become an intrusion. Somebody is trying to sit very quietly watching the nature, you go and sit next to the person and then you try to break the ice, but that person does not want he will give you a hint, but you must be able to catch the hint that is a soft skill of yours. You should be able to pick up the hint that he does not want to be disturbed then immediately restrict yourself either you change your position or you go to somewhere else do not go farther.

If you do you might spoil your chance that is how the whole thing is the soft skill has no set rule, it is just created spontaneously, but there are certain things which intrinsically should be within yourself to have this networking you communicate and nowadays with web my god the networking has become so big net and you do not know we are being you know having information over you know crowding. We are having I would say overcrowding of information, overcrowding of networking not that people want to network with you, but you are trying to network with him or her.

But I would say for business networking is very important, I would probably cover one small lecture on the networking that how to network, that will come in the later parts when I will talk about the business, you know marketing strategy and all that in which I will talk about it. Self management, what is very important is self management how do you manage yourself, have you planned the work have you planned a move, have you educated yourself from the childhood days, have you planned really your life or you have just performed your life or you know the way it has come in front of you. Why do you think that when a kid becomes almost a squawking is sent to a play school or a

Montessori and then to the primary then to the higher study then to the university and therefore, then for us our training basically what it is a self management preparing for yourself for performing at certain field of study a field of area, this is how the self management is important as I am talking with the students.

But how about the people who have already graduated got a job then the self management the duties, the diligence, the performance everything is a part of the self management how you manage your time within that, how really you are performing because now you have a family. How do you take care of your family, how do you take care of your you know the vacations, how do you take care of your children see the equation all these are self management they are all soft skills nobody gives you a theoretical book though there are many books.

How do you know really a child how do you know take care of your child, those are very very theoretical and I find they are more of medical in nature and to certain extent psychological in nature. But here in the soft skill it is you know it comes within creativity, if you are talented creativity comes sometime creativity is also inculcated; that means, you by training you earn the creativity I have seen many people who could not sketch.

In the first year they could not sketch in my class they could not and by the final year he is a very good artist, I have seen my students almost every batch I am teaching them graphics and visual communication in which I am teaching them pencil sketching and coloring. In the first sketch when I make ask them to make they get 2 out of 10 and by the 10th or 11th sketch 10 out of 10; that means, the creativity has been inculcated I give them clues how to do it what is the technique of doing it and then also you know encourage them to do it and also not you know do not discourage them just because they could not do big in the beginning. So, creativity is also inculcated. So, this is done.

Another thing is which is also a part of your personality is a self composure, how you are overall how you are, how do you stand how do you dress what is your attire you do not have to think about your complexion, do not ever think about your beauty, how do you speak how much knowledgeable you are, how do you manifest with people, self composure very important in relationship management. You build a relationship how do you manage it, how do you retain it, how do you continue with it, how do you dissociate

from the relations that you do not want professionalism because I am talking about the business negotiations I am talking with the marketing.

So, it is purely professionalism, in that how much you are professional professional does not mean that who has a profession, professional means the way of doing the right thing in a right way, that is what is professionalism. Somebody who is a professional means he is giving a service he committed and the way it is to be performed he is doing it and all the ethics that is being followed. So, it is professionalism that is important, on history I need not really talk about this because if each one of you must have each one of us must have honesty at the core of our heart.

Integrity, integrity in terms of like you know I do not give a test of integrity, integrity is reflected to all of our works that is how it is honesty integrity, ethics, ethics is there certain rules of every activity and you follow that it is a societal rule it is a professional rule it is an academic rule or it is a technical rule whatever do it if suppose you are supposed to drive the car in a proper lane then follow the lane is the ethics, if you have to sit on the drivers steering wheel and then drive its ethics.

If you think that you can drive from the next seat is not ethics. So, the ethics is something which is the right thing to be done in the right way is ethics, strategy very important one I consider in the marketing the strategy every time you are playing a strategy. Strategy is the course of action decision on the course of action how do you do it, what is your target, where are you how do you play the whole process. So, that you succeed because strategy is always for success, whether it is a game, whether is a war, whether it is a political game, whether it is academic pursuits, whether it is experimentation a freeware strategy you have to work it out.

Strategy should never be treated or construed as a negative or you know such kind of terminology we say that that fellow is true you know he is trying to play a strategy we should not do that because what he is doing is he is doing in a right some action process he has worked out that is his strategy. So, the strategies thing is very very you know critical. So, when I will talk about the tactics I will talk about the strategy, was a dvd each individual must have a positivity in their system.

Positivity as you know anything that I am saying over here most often you will find the mostly, I think ninety 9.99 percent of all my terms I am using they are all in the positive

manner, in the affirmative manner, but each one of them have a negative opposite. I do not want to talk about it wherever I will say don'ts at that point I try I will highlight those don'ts because otherwise they are dangerously negative or they are dangerously detrimental to our success then only I will say do not otherwise, do do's do's and dos it is positive.

The positivity of the person the productivity given a time given a commitment how much that particular person is producing, the productivity the state of mind, yourself the state of mind, you set your mind, the state of mind you know every time whenever you perform something you set your state of mind. When I am in my class during the lecture I set my state of mind as a professor, the moment I am out on the corridor I do not care I am a different person, from there if I go to the canteen my state of mind is relaxation if from there I go to a movie hall my state of mind is enjoying movie. So, the state of mind is very very flexible and who controls it who governs it yourself.

You are governing your own state of mind, do not mix it up when you are in one kind of mode of work do not change your state of mind with the other one; that means, when you are studying do not think about the play. I am talking to the students saying when you are studying fix your state of mind as a study sit for 1 hour 2 hours and study and then after that changes state of mind to games good games.

What is happening is I do see all my students you know I am handling so many students for. So, many years I am finding that they are sometime overlapping their state of mind; that means, what they are supposed to do at one point of time they are in a different state of mind that is why neither they are being able to perform what they have been assigned for nor they are being able to enjoy the state of mind that they have brought in within it. So, state of mind should be very compartmentalized and very critical, I have seen bright people successful students very good in the academics, very good in study, very good in games, very good in dramatics, music because they can switch the state of mind from one to another very discreetly.

When they are in the class they are fully attentive when they are writing the exams they are fully knowledgeable when he is on this stage performing very well when going for the real self sings. So, nice when on the football field playing so good. So, basically it is a state of mind you fix your state of mind and you know it is just like one box, next box,

next box if you overlap I can assure you none of these to which you are overlapping will work ok.

And then the voice, you know basically the voice is something you know we are hearing because we have all of the senses the 5 senses of which the eyes, the vision and the voice you know hearing these 2 are very very critical. When you are communicating with somebody then you are speaking to somebody how do you speak, this issue I will discuss I said nonverbal communication in the nonverbal communication what I am expecting is that I will not speak about the voice.

But the point is it is important that what is your voice is it loud is it very low, is it audible, at all is it jumbled, is it mixed, what is the pitch what is the tone if you start seeing this you will find that the voice simply is not a voice, it is a mode of communication which you can regulate it is just like think about the musical system music system you have in your home it has a certain p m p output ok.

How much should be a volume set to depending on what is what level of sound that you want to hear, the same song with a very low voice low sound and the same sound with the same song with a very high loud voice loud sound makes up 2 different things. So, basically how do you speak, how do you modulate I may have some sections discussing on this. So, I will be talking about the nonverbal communications at later.

The tones how do you set your tone is it arrogant, is it dominating, is it soft, is it very charming, how do you set your tone how do you speak to a person matters. Now, all these will be more applicable during the interactions with others.

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Soft Skills

More applicable during **Interactions** with others

- Emotional Intelligence
- Psychological Intelligence
- Emotional Control
- Imaginative
- Creativity
- Illustration Skill
- Planning
- Speculation
- Action
- Strategizing
- Appearance
- Attire selection
- Speech Clarity
- Politeness
- Sharing
- Caring
- Observation
- Courage

IIT KHARAGPUR | NPTEL ONLINE CERTIFICATION COURSES | Professor Uttam Banerjee
Department of Architecture and Regional Planning, IIT Kharagpur
Research: Mr. Debasmita Banerjee (Director, Scientific Creation, IITP-IIT Kharagpur)

So, in the soft skill what happens is your interaction with others will generate these other like emotional intelligence, inclusions was something you know this intelligence term has a rotation with intellection, intellection is the generic or intrinsic capability of somebody to analyze and that is why we use some term called intellectuals intelligent or intelligence such thing we talk about.

Basically it is people say it it is generic, but I think that this can also be cultured we are not born intelligent, everybody has almost a similar set of mental structure or the capability. Now, how you are you know, how we are exposed that exposure which gives you a you know exposure and the knowledge which gives you a capability of analyzing, how analyzing all together makes it intellection a process called intellection and in that introduction which gives you intelligence ok.

Psychological intelligence, one is emotional intelligence another psychological little psychology is basically it is a different field of study I do not want to go for it, psychological intelligence is like your mindset. Psychological you know in the field of psychology there are you know a strong contiguous, strong combination of your physiological structure and the psychological state of mind people, who are thinking about analyzing the brains and the brain functions and the thinking functions are all that they will be dealing with this.

But you know psychologically somebody's intelligent emotionally whether somebody is intelligent, emotional thing is at that point of time a state of mind at that point of time when you are performing at that point of time the state of mind. Emotional control, can you control your emotions I have seen many people who are not ready to lose, you must have seen in the football games if somebody some team is losing in the world cups you must have seen if somebody's losing then suddenly become arrogant, then they start making fouls and they sometime hit the opponents though basically days they lose their emotional control.

But game is a fair game, somebody has to win then other has to lose or sometimes there may be a draw, but the point is people lose the emotional control because they are expecting win they are getting a loss. So, they are not ready to accept it, even if they are played bad and ultimately the outburst is in terms of emotional out of control. Imaginative how you think about situations, how you think about everything you can imagine a situation, you can imagine an opportunity, for sales person I can tell you imagining an opportunity is one of the very important skill that you must have.

You cannot always go for marketing or sales activity when you will be given a lead, imagining that that particular company may require your service itself is a skill and who teaches you, which book, who tells you this is basically sharing. People share that this is how if you try you may succeed, creativity coming within it illustration skill, illustration skill is you know not that you have to be a good artist, but quite often suppose on the road you are going from somewhere and suddenly you lost your destination you ask somebody that can you tell me which which way shall I go. So, that which way by roads well I can lead to the destination, most commonly people will say use the fingers like this you go straight then you turn right then you take a turn like this basically nothing, but illustration. He is illustrating it and what happens in your mental image line drawn then go right 90 degree then a curve basically it is illustration, another person will take a piece of paper and say go buy this then go here and then turn right.

So, basically all these illustrations, illustrations are something by which means graphically you are trying to give an image to the person communicating to the person through that illustration. Illustration skill must be there with all of you sometimes what happens is an architect, I can tell you what I do is whenever I am talking to a client and client has some some you know dream in his mind that I want my house like this what I

do is I immediately pick up a piece of paper and a pencil. We have very you know comfortable with pencil and pen and initially try to draw what he is thinking and the moment I draw and he is conforming yes this is exactly what I want means I have illustrated, what he wanted and then I succeed I get the job. And if I see on the contrary suppose he says I am looking for this kind of house and over I will think about it I will go back and I will dream about it then I will you know try to make a presentation for this nothing will work.

So, illustrations at every point at every movement has to be there, do not ever hesitate to pick up a piece of white paper and a pencil and illustrate if you think that illustration is going to be helpful. Basically what happens is you know we have a saying know the picture speaks a 1000 words; that means, you can keep on blabbering how long discussion one simple drawing will probably make everything clear. So, you must have the skill for that illustrations.

Planning, must plan everything is planned everything nothing is unplanned you can never you know go out of your house saying that I am going to go to someplace I do not know where. I am going to meet a client I do not know who, you cannot say that you if you are going for sales you may be doing some kind of blind hitting maybe that is all also there people say that sometimes they do blindly hit me walking along the road and find out what billboard and as our signboard of an office and then thinks this may be a good client enters into it that is blind it all right.

But that is not the rule, the system is that you was planned, you must know where you are going, you must know why you are going you must know what you should carry and you also should know that what you are going to speak about and you should know what you are going to sell and you should also know that how you are going to sell everything requires a planning and you know all successful people intrinsically they are very good planners. But they will not they will not say publicly because why should they say that, intrinsically they are all planners how would you know that they are planners just watch them from somewhere else from a distance. If you watch them somebody is sitting and looking at the sky you think that he is trying to count the number of birds flying or the number of you know the amount of clouds floating no it is trying to imagine something and planning what is to be done for these these these are things.

So, soft skill on all these things are so very important speculation in speculation what happens is you speculate the situation and if you do not speculate it properly speculation people consider generally for trading and all that. It is not that people if they are speculating on trading they are also not wrong basically what they are doing in there you know all those wall street situations people are trying to speculate that if he has x amount of money how can it be increased to x point sometimes money and also to check that he is not going to lose that money.

So, speculation is not wrong, speculating is something which you can comprehend before. In fact, somebody who can speculate better are very successful people, who can speculate if suppose somebody wouldn't have speculated that there will be a need for computers all over the world then the computer was not wouldn't had been invented even or we wouldn't have seen desktops or laptops on everybody's house; that means, somebody has to speculate that is required.

So, speculation sometime may go wrong right, but the thing is speculative power must be there within any of the entrepreneurs, then only speculate no take option work, work for it actually strategizing that you do a strategy of what you are going to do. That means, you make a plan I will talk about the strategy and tactics as I said later on appearance how do you look at tire selections speech clarity when you are speaking to somebody it is not your vocal cords what you are saying the voice no clarity of the speech.

What you are trying to say, could you communicate this you know speaking with minimum words, but communicating best is probably the excellent one, speak very little say what do you want to say, if you can do that, but quite often what happens is the person who is opposite to you may not be in a position to really comprehend what you want to say. So, what you do is you speak, you speak to the person in a manner which is very clear and also ensure that what you have said has been understood by him or completed by him the clarity of speech is very important.

In fact, you know in our cells there are many people who in the cells they keep on speaking them, speaking and speaking does not help do you just try the right call and speak well, exactly what you are trying to say. So, you know if you are well prepared you know the speech clarity comes when you are well prepared, if you have been

suddenly given a stage and then asked to speak then probably you will be speaking something which is extra.

But if you are well prepared probably you will not be speaking much extra, but at the same time nobody can guarantee that there will, would not be any questions shut to you or any contesting of your points and which you can have to clear. So, speech, clarity is important politeness after all you communicate with somebody else and in the marketing you are trying to sell your product and you are successful only if the person is trying to buy your product. So, the politeness is has to be packaged with the politeness, he cannot be arrogantly selling something you have to be polite does not mean that the politeness will fetch you the job, does not mean the politeness will give you the success or the product will be given not necessary.

But the thing is be polite so that this time if the client could not buy your product at least he knows that you are a very nice person to talk to because you are very polite and next time when he really needs that particular object which you can deliver probably he will think about you first that is how the whole thing is.

Sharing, sharing information, sharing knowledge, sharing leads, sharing benefits caring you have to care, for people whom you are dealing with you will see that when I am talking about all this terminology I am always focusing on the business and the marketing. This sharing caring can be for applicant for many things like for families and all others friendship and all that I am not talking about that my whole discussion is you know bundled within the limit of my business, maybe sometime I am using something which goes a little beyond the business and other things ok.

The caring, the client whom you are trying to sell your product do you care for him do you really consider that he has got his hard earned money which you are trying to take away from by delivering a product which will be useful to him then you are caring, if you think no somehow I have to sell this product here I get his money, but that product is not really that useful to him then you are really not caring. So, the caring that skill has to be there an observation, keep on observing all through in. In fact, it is said that your speculation, observation, planning, imagination, innovations they are very very you know very strong skills very rarely people do have, it is it is said that I do see, but I do not observe or it is said that you are seeing, but you might not have observed.

Seeing is what you see through the eyes, it is a sensation of visual that you are seeing fine, but have you observed, observed means you are seeing something then you are analyzing many things associated with it or around it that is what is real the observation. Are you observing I consider that whenever you are go to the marketing then people have to observe people observe, the ups and downs in the trade trading business people observe the up and down of the market, they observe, they analyze they do see I do see you do see every time there are some you know some charts where there is a graph going up or going down and all that I am seeing it.

But the real persons who are dealing with the trade they are observing it and they take actions accordingly and the courage since you are trying to deal with others you must have courage. Now, say if I try to put it in this manner if you do not take action you are lost, if you do not have the courage you cannot proceed, if you do not have observation you cannot comprehend what is going to happen. If you are not caring then you may be doing one time business, if you are not sharing then probably you will not get the benefit or sharing of from the other persons.

If you do not have the illustration skill probably you could not clarify exactly what he could have said what you are said in the words if you are not imaginary then you are not taking your business forward. If you are not emotionally controlled then you might misbehave and just because the maybe the opportunity is losing you suddenly become arrogant. I have seen many people, I have seen many of those vendors who come to me and ultimately you know that sweet talk he starts with a very sweet talk and then finally, when I start putting point saying that what your product is not good, not good and not good and I give logic that why your product is not good there is a better product.

Then suddenly, suddenly I do see there is a loss of emotional control arrogance comes in and then the arrogance of course, does not go into the fights, but the arrogance is when it is reflected now I know the battle is gone, we are not in the battlefield anymore we cannot neither we can fight nor we can come to a conclusion we simply say goodbye.

Thank you.