

Soft Skills for Business Negotiations and Marketing Strategies
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Lecture – 41
Conversation Building: Good Conversation & Frustrating Conversation

See, in the last discussion, I concluded with the situations of conversation. Now during communications verbal communications, there is something called building up conversation, how do you build up the conversation? I have got to speak something about it; give some clue, then I will go to the good and bad conversations how do you build the conversation.

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The slide is titled "Conversation Building" in a blue header. Below the header is a list of five bullet points, each preceded by a small square icon. The second and fourth items, "Exchange of Thoughts" and "Airing of Views", are highlighted in red. To the right of the list is a video inset showing Prof. Uttam Kumar Banerjee speaking. At the bottom left of the slide, it says "1 of 2". At the bottom, there are logos for IIT Kharagpur and NPTEL Online Certification Courses.

- Topic
- Exchange of Thoughts
- Changing Subjects
- Airing of Views
- Adding to Conversations

You first find a topic the topic which you decide that we are going to speak on this, it you generate the topic you ask the other person that see this is what I would like to know from, you would you kindly share your views on this the topic are generated, you do not decide something like this. Today, let us talk about this topic we never do it is not formally topic gets generated.

So, conversation is built over a topic if you have a right topic and then the exchange of thoughts see the topic the conversation will be healthy conversation would be right if the topics are common to both the conversation is or you know if it is useful to all the persons who are participating in this conversation. So, the topic is very very essential the

topic again I will bring forward if you are talking to an opposite sex your topic has to be very restricted.

If you are talking to your un equals your topic has to be restricted if your topic is essentially in parties then that you have to be careful about it if your topic is in a kind of religious institution, it has to be you have to be very careful you know. So, you do not suddenly spring up with any topic anywhere. So, you decide which topic you want to converse with converse in and who are the persons you are going to converse it is something like I can tell you.

You know going to a funeral, if you are standing next to a person who is also aggrieved and if the person has lost his relative for which funeral whose funeral we have gone there then your topic is almost like you know appreciating the person who is just now deceased and you start saying all good things about that particular person whom you have lost and you are saying that to his son who is standing next to you and you are conversing with him all good points.

Imagine, if your topic had been just reversed that you go there for funeral and the person is lying on the in the pier or in the coffin and his son is standing next to you and you start commenting and criticizing that particular person that he did not do this for you and you know these are the kind of things which he did not like about the person how does the other person feels it is it a right conversation; no.

So, the topic selection is a kind of you know, it shows your emotional and intellectual status exchange of thoughts is another means when you want to have a conversation, you want to build up a conversation you explain your tip thoughts with somebody, quite often, you will find that if you are travelling and your trap you know, you know flight and there is a person who is sitting next to you and both of you have spent about half an hour time when the plane took off and then suddenly you find that you have to a hostile to pass and then 2 hours time, you can always sleep, how do you prefer not to sleep? You desired that you should be having a conversation with the person. Now the situation is he is a stranger. The situation is he is a stranger and now you exchange your thoughts with him with some kind of pleasantries.

Trying to know where he is going to do not poke much do not try to know more about his insights or his personal histories you can always have a pleasantries and exchange

your thoughts in terms of saying something like the flight is little longer you know I start with this what do you think he will say yeah, yeah, it is 2 hours, it is too long, then you start saying and for 2 hours, the leg space is not good enough, you will say yes, yes, I also agree, the leg space is not good enough and then suppose you start saying the inside is not that cooled, you know he also maybe he is saying, it is all right, I find it is all right, but the thing is the topic has been generated. You generated a topic and already you have exchanged 3 pairs of sentences he might not have agreed in one the last one.

But the thing is the topic got generated and then in that case you will find that maybe the fourth question he will shoot to you saying that where are you going to where are you coming from; what are you, what is the purpose of going to the city, he is not going to be really pokey, he is not going to find out all your you know exactly whom you are going to make.

But he would like to know more about you and then he will ask you about your background, means your education level, your experience level, you will find that conversation, now got build up, I can assure you if it starts with a pleasantries, even the strangers spending 2 to twelve half hours on a flight becomes friend when the leave and not only that they become business part of the partners when they leave not only that it may. So, happen that the person who is sitting next to you who was a stranger about 2 hours back now he is thinking about associating you for his projects where you are going to gain it has happened with me it happens to many.

The point is exchange of thoughts is very essential. So, what is important is how do you build the conversation you know you do not start with you know building the conversation do not start a topic simply asking that who are you what are you, what is your name, no, do not such have such kind of unwise kind of beginning you begin with you know, it is just like you know breaking the ice, you remember, I said earlier the breaking the ice, both of you are now ice, you are frozen.

Now, you break the ice with some pleasantries and with some helps with some supports and then you will find automatically in a conversation will build up and finally, maybe end of the day you will be beneficiary. So, changing subjects you know in the conversation building I said that in the whole conversation consistence is important, but imagine if the consistency is important and you are for 2 hours, 3 hours, he is speaking

on the same topic same topic, same thing, you will find there will be lots of repetitions which are coming out and such repetitions are going to be negative because the repetitions are going to make you bored repetitions is going to not going to make you happy not pleasing.

So, what happens is when you find that this particular topic has almost dying into it is own you know situation it is almost over there is nothing much to contribute in it then it is better that it changed your topic when you change your subject then you will find a fresh discussion we will start and the fresh discussion and you can always take permission there we have talked about this football game enough can you now think about some movie which you have seen recently.

No problem you will find that everybody will refresh the starting, yeah, yeah is best can we talk about it and sometimes you do it very subtly without taking any permission, you know, you can always give a kind of hint something like you know you talk about the football and then you say do you know that what happened yesterday let us say what you will say there actually I went for a movie and the movie was like this and I had to stand in a queue for about an hour for buying the ticket.

And then when I entered, I found the movie was rubbish; that means, you change your topic from football game to the movie you did it in such subtly that everybody you made everybody curious towards you and then everybody start, then they will start saying that which movie was rubbish which he has seen which movie is better he will suggest you there once you go to that movie you know. So, the topic keeps on rolling from one to another. So, consistency when it is important consistency, I am saying within that particular limited time consistency does not mean that if you are chatting or if you are conversing for 2 hours the 2 hours is single topic.

No, change your topic one after another that is how the conversation is built, then airing views you know this is another way of conversing you air your views you remember just now, I agree in the flight, example in which you started saying that the inside is not very cool you aired your views to the other person with a stranger, but you did it. So, subtly and took his opinion and you have you have said that the next space is not good you airing views isn't it, you basically, what you did is you know, it does not really matter

cannot you both of you cannot do anything in terms of increasing your express in the flight.

But what you did is you aired your views on an issue which he is also involved in. So, if he finds that yes it is he is also having the same kind of opinion that the leg space is not good enough, then your airing views now goes into positive building a conversation and then he starts and he says yes I agree that it is not enough and sometime it is it happens I have heard in the flight somebody's commenting, oh my god, what kind of food, they are giving.

It is absolutely bad this other person says, I fully agree with you it is a bad food that they are giving see aired a views in your negatives sentences, but the thing is that matched with him I can assure you one thing with this example suppose you have aired view saying what the flight in flight, food that they are giving snacks that they are giving is not a good quality and if the other person says I do not think it is bad, it is quite good, I think I like it.

I showed you the conversation will not grow because now you are on the opposite size and you are not matching with each other and he has, he also had the courage to you know object to your opinion. So, the moment he says I do not mind it, it is quite good I think, then you will find that the second sentence you have nothing to say you certainly will not say in that case, even if you think the food is not food is good, but do you think the leg space is good; that means, now it goes to argument that will not be the right conversation.

So, it is not conversation not be built because conversation has to be built over the consistency of topic and the coherence of it, it is not necessary everybody has to agree to the same points, but it has to be it has to be coherent. So, airing views is another way and adding to conversations see conversation gets built when you add something to the conversation it is something like say out of the 3 persons, 2 persons are very good speaker, very active speaker and the third person; he speaks very little, then you will find in the whole conversation if you watch them from a distance all 3 persons who are conversing, you will find those 2 are conversing to each other and that is 2 persons conversation and the third person is sitting quite idle and listening and sometimes he will

look at this person and the next time he will look at this person and again in this person and this person this is not a good conversation building .

In conversation building is this something like you know when these 2 persons are conversing on a topic which why the third person is not adding anything to this conversation because he is not knowledgeable about it he is not informed about it he is not intellectually matured about this particular topic that is why he is keeping quite he is right in that sense.

But he can be drawn into conversation by one of the persons saying what is your opinion on this say 2 persons are conversing say for about 15 minutes and this person is sitting idle and quietly watching each other whenever one another whenever they are speaking. So, this person can be drawn into the conversation by inviting and what is your opinion what we are saying you can always say; what is your opinion about what we are discussing about what is your viewpoint on this particular topic; that means, you are adding to the conversation.

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Conversation Building

- **Rounding Up**
- Exploring Jointly
- **Mental Aptitude**
- Sincerity and Frankness
- **How long the Conversation Should Last?**

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Now, when you do this next comes again the other points like rounding up where you are conversing the conversation has to be rounded up a whole conversation which you have built over some topics by adding or by communicating with each other it has to be rounded up, it has twist closed somewhere if the conversation is not rounded up then it leaves open opportunity for further con conversation. So, every time any conversion that

goes on at least you know one expression has to be said saying, oh good, today we had a nice chat, today we had you know, we had a wonderful discussion and I have gained if you say this; that means, you are concluding.

And if you say something like you know yes we had a discussion for 2 hours, but I did not agree to your points maybe that some other day we will discuss about it then it is not a good conversation that you have really built you only had a conversation, but did not build the conversation which has a close up.

So, conversation has also it has to be closed very very smoothly and with etiquettes and manners a conversation cannot be thrown away something like you know it happens quite often amongst friends when they are discussing how to the fight one of the persons is not winning in his putting his points forward by airing his views and he becomes arrogant and he finally, you know throws away everything and say I do not agree to this I do not want to be a party to this conversation I am leaving let me say left the moment he is leaving basically he is throwing away his anger onto the conversation.

And that point of time if you really watch he will find everybody is shocked they did not expect that this person is going to behave such such manner and they did not now after that the conversation will not be built in continuity, you will find the conversation suddenly we will stop and the people will say, ok, some other day, we will discuss about idea or what is this he is talking like this he did not even understand what we wanted to say in all negatives yield cup start coming that is not conclusion that is not rounding it up that is only rejection or somewhere intermittent stuff of the conversation that is not that is not the one, I am saying as a conversation building.

Then comes exploring jointly the conversation is built when every party to the conversation explores jointly; that means, one person says something another person add something or contest something, but the discussion keeps on rolling when everyone is exploring with respect to the focus to the topic not you know doing you know swing from away from the topic and that access of the topic is not violated in such cases you will find the confession is built and then comes mental aptitude this mental aptitude is something which I said just now that out of the 3 persons the third person could not participate or add to the conversation the reason was he does not have the mental aptitude for that particular topic he may be greats he may be saying something good he

may have lot of other knowledge he may be knowledgeable about the rest of the topics except this topic.

So, that is why during amongst the conversation amongst our friends were on any specific games like cricket or football if about there are 3 persons are 2 persons are in a connoisseur a football game and the third person is the connoisseur of cricket not the football then you will find that this conversation is not going to be very healthy and well he will not be a spoilsport in the whole conversation he is only going to remain quite because he does not take interest in football game these 2 persons are conversing. So, it becomes now a paired conversation. So, mental aptitude is very very important it is expected in conversation building that wherever the conversation is being built it is with the similar mental aptitude it is because of which the even the conversation between a child and the grandfather.

Conversation between in the husband and the wife conversation between 2 male friends 2 female friends you know all matters with that mental aptitude of the persons who are participating in it what is very important in conversation building is sincerity and frankness it has to be there it has one has to be frank when he is saying something he should be sincere about point putting points it is something like you know you cannot build a conversation just out of the hats it has to be said with some sincerity.

So, sincerity and frankness is essential in control in a conversation building and then the question comes how long this particular conversation should last, I give you a clue you cannot just 24 hours, you cannot spend on conversation, then it is not a healthy conversation has to last for a certain specific time at the same time when you are initiating a conversation you do not know how long it will last.

But I can tell you that half an hour conversation is a good time one hour is still fair enough, but if it is one and half hours it becomes now boring if it is 2 hours. Now it becomes irritating if it is beyond that you will find gradually people will fall apart from this participation participating in the conversation. So, half an hour is a very good time, but anything less than that you do not build up and ultimately come to your climax at the conversation this is what is my experience as I do see you know while teaching in the class I find that this is the number of minutes I should spend to hold on the interest of the students.

Beyond this, if I go, I have a lot of things to share, but beyond that if I go, I find that interest will be losing of course, the students are you know they are very well mannered that they will be attended in the class and fully being attentive, but I know mentally gradually I am losing their interest same thing is in the conversation; conversation has to have a time that time frame you do not declare initially for the time frame you decide when you are flowing with the conversation.

Now, then comes certain things called good conversation. So, if I say that the conversation has inbuilt.

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The slide is titled "Good Conversationalist" in a blue header. Below the header, there is a list of six items, each preceded by a small square icon. The items are: "Anecdotes", "Conversation Differentiated from Other Talk" (highlighted in red), "Experiences", "Exuberance" (highlighted in red), "Generalization", and "Gossip" (highlighted in red). To the right of the list is a video frame showing a man in a suit and glasses speaking. At the bottom left of the slide, it says "1 of 2". At the bottom, there are logos for "IIT KHARAGPUR" and "NPTEL ONLINE CERTIFICATION COURSES".

Now let me summarize first the earlier ones, you have to have a good art of speaking; that means, vocabulary voice choice of word voice and your speaking ability voice your voice intonations your void voice modulations and everything the speed everything matters in that.

So, art of conversation you have imbibed and then you are generating your conversation building conversation in diverse situations. So, whatever I have discussed till this particular point you just you know repeatedly read that and listen to me you will get a clue and always my advice is since I am drawing all the experiences for my person and others and also researching on from different other books there are several points which I am not being able to say within my limited time here, but I think that there are. So, many

things which can further be elaborated upon I suggest you draw your experiences draw their examples from your own experiences and then use analyze each and every point.

All the diverse situations that I said always put yourself in individual situation and try to see what kind of conversation is likely to be there what is fair what is unfair then I am dividing this into 2 parts; one is the good conversation another is the frustrated or bad conversation.

The good conversation good conversation is such conversation when there are anecdotes you know the conversations differentiate it from other talk; that means, it is not just simply talking to each other you are conversing conversation basically brings 2 minds and the heart close to each other talking to each other is always formal you can always speak to somebody in class when I speak I am talking at the moment I generate a question.

And then I expect an answer the student gives me an answer and I am also clarifying this asking for further clarification basically what I am doing is I am now conversing. So, as long as I was talking from one side I was always using my chalkboard or LCD or whatever presentations I was talking, but the moment I ask some questions they started answering right or wrong then I clarify there are questions asked you know basically we have gone into the conf conversation mode.

So, good conversation is differentiated from just simply talking and quite often most often you will find people who think that they are very good speaker quite often they convert the conversation to our talk and that is you know unfortunate is because see, the thing is I may not be a good speaker I may not have good command over the language, but the other person has that does not mean that he will keep on speaking and I will not be allowed to speak even a single word or maybe if at all I am only speaking ten of the entire episode; that means, he has dominated over me.

So, situation is that he only wanted to talk and he wanted me to listen to that is not the good conversation then comes the experience in this experience, you know the good conversation comes from the experience good conversation comes from your knowledge if you are knowledgeable if you are experienced then when you are conversing you are keeping your balance you are keeping your emotional balance and you are speaking and

you are sharing your knowledge you are sharing your ideas sharing your views with experience and knowledge.

So, naturally automatically people will be drawn towards you and now, you have a good experienced conversation exuberance here, basically a good conversation is which excites others excites means excites for happiness people become very happy to participate in the conversation they want to add something they want to join it is just like in a family an example that parents father and mother they are talking they are conversing on something a child enters that particular room.

The moment the child has entered what will happen now what do you expect the parents will keep on talking on their own topics which you have focused and the child will enter not being welcomed and then the whole conversation now will take a different tone the reason is another person another member in the whole group entered, but not being able to participate then you will find whole conversation topic will now roll over to the next one. It is more like you know say liking the children loving the children and appreciating the children. So, that is the way the whole thing keeps on going.

So, exuberance that should come from this now then comes generalization good conversation is when you do not become very very specific; very very dogmatic so; that means, you are generalizing it when there is a generalization the topic because the conversation becomes very healthy and everybody knows that conversation is a short living everybody understands that whoever is initiating it and whoever is participating in it they know in any situation all the type of situation I said conversation is going to be a short living it is a temporal affair.

So, whether it is there the generation is the best it for good conversation and the gossip is one of the good conversation gossip means you are not chatting for fun I do not mean gossip about means gossiping about somebody else ridiculing somebody I do not mean that gossiping goes way there chit chatting for fun and it brings in means no meanness means no harm to anybody means no insult to anybody.

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But you are just having fun in discussions that is good conversation and then comes another set in the good conversation which is jokes. So, jokes made makes good conversation and quite often I have found that in a group if suppose there is one person who cuts jokes.

But of course, intelligent jokes I am very very very in favor of intelligent jokes and intelligent jokes that titillates us and tickles us and gives us a kind of emotional pleasure intelligent jokes such people are very good conversationalist that does not mean that he will keep on cutting jokes in all sentences, then again it becomes negative anything too much in a conversation is not good any time in a conversation that is built up and one person is always objecting in the conversation it is not good.

So, they asked you a fair balance between everything. So, if the whole conversation is going out of which one and within that one person has suddenly got a joke which makes everybody hilarious everybody laughs at it laughs out loud and then again goes back to the topic and starts discussing is very very healthy the moderating a conversation is important.

See the conversation go in any direction it can suddenly become very serious it can become very loose and diluted it can become only fun and you know chronic. So, that is not good there has to be a moderating of conversation who does that. In fact, nobody is assigned for this amongst this group different persons will you know will do the job

themselves you know demand understanding the demand of the situation something like you know, I will give an example suppose you are talking about talking about something and suddenly the whole thing whole discussion focused on to a particular person.

And then you start doing character assassination everybody starts doing character assassination of that particular person who is not here everybody is talking about that that and it keeps on going 15 minutes, 20 minutes at that point after; if it goes on it goes on a negative conversation. So, it is not a good conversation.

At that point at time one person suddenly says ok we have talked enough about this why do not you change the topic let us talk about something better; that means, he is moderating the conversation he just moderated in such a way expressed that nobody should go forward in this particular topic anymore let us close the topic start with another topic if you want or else in stop the conversation this is how it is. So, it is a good conversation then shyness and exuberance you know.

Basically what happens is you know you are in this particular situation in the good conversation exuberance is important shyness is to certain extent you know limitations, but yet, I can always say people who are in general shy in nature they can be very good conversationalist in that they can contribute because they have of decorum they have a protocol in their mind and they know how to behave well and they know what is the gravity of the situation in which the conversation is being built up.

So, this helps quality versus quantity is a very important factor of this see what is important is there in the whole conversation it should be of good quality not necessarily a large quantity that simply means you can have a conversation of 2 minutes you can have a conversation of 5 minutes you can have a conversation for 5 hours, but the thing is what is most important is its immaterial how much is a quantity what is most important is what is the quality of the conversation.

Even 2 persons in the neighborhood meeting on the road and just you know exchanging their views on the community affairs for 2 minutes is a good conversation, but those 2 persons standing over there for one hour and you know trying to do all characterizes you know all the members in the neighborhood and the system, it is a bad conversation because it has a good quantity, but the quality of the discussion is not right then comes important thing when to hold down see, then I am very serious about it, you should know

during conversation when should you hold your tongue; that means, you want to say something, but you just do not say that is holy earth tongue.

This is one thing which saves everybody from you know getting a bad results from any conversation a good conversationalist is the person who knows when to hold this tongue let us meet 2-3 persons meeting together generated a topic fine fair enough, but the thing is the topic took a turn which is a very nasty term and everybody started saying all negative things, you know you also have an opportunity to say something negative you feel seriously that you should say something negative and you then decide no it is such negative that I should not say anything more than in such cases we know by holding tongue how people say respond they say ok I have many points to say.

But I do not want to say; that means, I am holding my tongue here you are declaring that you do not want to say, but there is another way remaining silent is also holding your tongue, but only thing is psychologists will say if you remain silent; that means, you probably it is not really understood you are on which side of this particular viewpoint. So, if there are differing viewpoints which side you are in. So, if suppose you do not want any further discussion you hold your tongue you say that I do not want to say anything more on this issue.

So, you one should know how to hold ones tongue if I take this all these points into my negotiation discussions I will bring back again a reference to this you will find a good conversationalist we will have all these and the good conversationalist as a negotiator when he is sitting across the negotiation table and he does not agree to the kind of offer that you are getting and he wants to leave that particular place at that point of time he will hold his tongue he will not use foul words he will not express foul mannerisms he will hold his tongue and very politely he will say I do not agree with this agreement.

So, we leave that is also one way of holding your tongue; that means, you wanted to say the offer that you are making is absolutely rubbish which is you know it is very arrogant not only that it is basically you have no logic of this offer that we are making which I am not being able to accept there are so many negative things you would have said, but you do not say that you say I do not agree to this particular offer that you are giving. So, let us not discuss any more we can close this discussion that is how holding your tongue then comes the frustrating conversations.

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Frustrating Conversation

- Antipathy
- **Bad Conversationalist**
- Boredom
- **Disqualifications**
- Lack of Effect

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Frustrating conversations are basically bad conversations; that means, the conversations which does not really give you any kind of good feeling antipathy during discussion you want to generate a discussion with somebody you want to have a conversation you have conversed, but it has created antibody a rejection a hatred that is a frustrating conversation then comes a bad conversation list is another means where you will find that the conversation is when somebody wants to make he always does something which is contrary to what a good conversationalist will do. So, that is the bad conversationalist.

And then comes the boredom if in the conversation the boredom generates then you find it is not a good conversation it becomes a frustrated conversation any conversation should be lively if you recall the for initially I said it is a game play which should be lively which should be pleasing we should give you know elated which should make you excited which should entertain you; that means, a frustrating conversation is when you are bored quite often you will find you met your friend after said ten years and he keeps on having conversation with you, but you do not like it.

You are not liking it, you simply do not want to spend any more time, but just to not to give him idea that you are not liking him you are ways wasting your time sitting with him, but you are bored.

So, it is a frustrating conversation and frustrating conversation is also that which does not where you do not gain anything disqualifications if somebody disqualifies your points

frequently it is a frustrating conversation the lack of effect; that means, the effect ultimate effect which I said is going to be created with respect to the conversations which is positive pleasing if there is a lack of effect; that means, you spend your one hour discussing with somebody or conversed with somebody, but you do not go back with happiness you are not you know pleased about, it you know you do not did not like it you began bored you found that you have been always intimidated in such kind of cases you will find there is a frustrating conversation.

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Then the other like say if the conversation is done through monologues; that means, you did not get any opportunity to speak in the conversation you are a party and the others spoke, you did not get a chance.

So, if suppose in the monologue you will find in the group discussion what happens is we found the minis sometime in the group discussion is that there are some people who always tried to tries to speak more you know when they try to speak more they try to also see that the others do not speak at all and that that way they are thinking that impressing the evaluator.

In fact, that goes negative because nobody wants persons in his team who speaks in monologue; that means, he only wants to speak it has to be a dialogue; that means, 2 persons must be allowed to speak or at least appear persons and another is you know monopolizing the talk; that means, now again the similar; that means, you are

monopolizing the whole top and do not allowing anybody and monologue is you know in the one tone you keep on speaking is also negative.

So, make it monotonous that is bad frustrating conversation and the lack of personal involvement; that means, in that frustrating conversation here is when a person is there in the group, but personally not involved either he is quite or if he is a certain opinion, he gives his opinion, but the thing is he does not really give it with sincerity and frankness it is a frustrating conversation.

And then the purpose of conversation if the purpose of the conversation is not positive then it is a frustrating conversation this is how if you really see that the whole of your conversation starts coming to an end friends you go through it, once again thoroughly then you will understand when I will talk about the negotiations in my next lecture you will find that; if you are a good conversationalist then you are likely to win in the negotiation and if you are a bad conversationalist quite likely to lose even if you have lot of strengths intrinsic strengths and qualities and qualifications.

Because end of the day everybody wants to listen to good things in a good manner in a proper with a proper humility and proper respect. So, in your conversations verbal conversations it is expected that you will be always performing as a good conversationalist, I hope this point, I have made it very clear. So, when I will talk about the negotiations next time, I will take cues from here.

Thank you very much.