

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

Lecture – 05
Discussion of Soft Skill
(Personal Skill)
(Contd.)

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Personal Skills

- Action
- Bargaining
- Adaptability
- Behavior
- Agreeable
- Calculative
- Aggressiveness
- Calm and Cool
- Amicable
- Cautioned
- Appearance
- Comforting
- Asking Good Questions
- Commitment
- Assertiveness
- Compassionate

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IIT KHARAGPUR | NPTEL ONLINE CERTIFICATION COURSES | Professor Uttam Banerjee
Department of Architecture and Regional Planning, IIT Kharagpur
Research: Ms. Devottama Banerjee (Director, GreenInfra Creations, STEP-IIT Kharagpur)

After assertiveness, I have bargaining since you are in business the rule of the business is everybody wants to be the winner. The rule of the sales and purchase is everybody wants to be winner. The person who is selling he wants to be the winner, the person who is purchasing also wants to be the winner.

Now, who wins depends on the level of bargaining capability or skill a person has. That is one very personal skill bargaining, you bargain this bargain is what? Bargain is something like this you know sometime the word negotiation can be used in a synonymously for bargaining. But bargaining I am using as a very clear term which is found in everyday life you bargain for something; that means, you are trading off. You have just gone to a cloth store and object was shown to you liked it and the price was told and you are not ready to pay that price. Even if you feel the price is right yet, you would like to win by getting a little lesser rate. Then you bargain and during bargain what happens is then you say oh it is 700, can it will be lesser? Immediately the person if

he asks how much? You tell me then you should immediately get the idea that the price is exactly not 700. Because, he gave you a clue how much you think, but if the person says no, there is no chance of bargaining it is 700 take it or leave it. Then you should understand the person is serious no bargaining.

But there are some people when they go for shopping, they have a tendency or habit of bargaining. Because, in our country the prices also volatile so flexible it varies from one market to the other market one the same products unless branded. We always feel that the price that has been tagged on the cloth is not the same one. There must be it is a there must be a hidden price at which he is ready to part with it. It is commonly believed for which everybody bargains tries to bargain, but I can tell you if you keep on bargaining if the bargaining becomes the culture of the marketing then, every time the price is not realistic.

But if the market is based on bargaining then, you should also have a skill of bargaining you should able to sense or judge by looking at the product you sit worth the price or should it be lesser and then if you feel seriously, honestly, it should be lesser then you start bargaining the bargaining power it is a very strong skill not everybody has. Basically, what happens you know, during bargaining there is a there is a chance that you will be losing yourself respect.

Because the opponent is going to pass a reward which might you know show in dignity to you. Quite often majority of the people do not like to bargain because they think that if I bargain and the person gives a negative remarks it will be hurting my self-respect. It is better I do not take it. Bargaining power, but yet I would say bargaining power is a very strong skill. Behavior overall over all behavior I said amicable, but amicability amicable is not the only part of the behavior. Overall, it is how you perform how you enter how you walk to the table? How do you draw your chair? How you sit? How you put your elbows? How you put your fingers? How you talk? How you are dress? How you greet how you leave? Everything is a matter of behavior I will have a very detailed discussion on these aspects of it in my nonverbal communication chapter because, the behavior is going to be very, very important.

You know what is the benefit of having a good behavior you have gone to a client for some purpose, for business of course, you should have such behavior which should be

imprinted in his mind and throughout you should feel I am so happy to meet a person though he sold me a thing I have part of with money I given the money and took the object, but I like the person and if the person likes you because of your good behavior. Whether, there is full future business or not you become friends and if you become friends then there will more amount of the reference if that client's friend asks for an object and which you can deliver.

Then immediately you should take it for granted that your name will be referred. So, good behavior is a good prospect of the reference for future and business is not done in only one day one shot. Business is the system of the life, it will go on for future, it goes on years after years. Good behavior even, if you could not sell you left the room saying sorry sir, I am not being able to match your expectations in terms quality or the person says sorry I cannot buy it because I cannot accept your price. You are leaving, but leave in such a manner that there should be a good impression of the behavior, good behavior and that good behavior you do not know may be after 10 years you will get a call from the same person saying that time you could not do business can we start again? This is how it is.

Calculative, many people use this term negatively many people I have heard my friends says you know that friend is very calculate. What is calculative? He is basically trying to estimate, estimate what? He is estimating the situation, he is judging, the situation he is estimating the damages he is estimating the benefits calculative be calculative do not just get carried away by the way, you try to understand is that try to calculate.

If I do this then this, will have a effect like this, then this then this if you do not calculate then how do you project? Without projection no business can done. For projection you have to really calculate and this calculative nature is very important you may learn it and sometime you may inhabit. Calm and cool, I consider calm and coolness; it helps you to develop your good behavior. It makes you amicable be calm be cool, do not be tensed even if, the person who is sitting opposite is passing a very bad remarks on your product or on your company or on your service or on yourself be calm, be calm, be cool. You know being calm and cool settles the situation. It does not aerobat what is the contract with? You become a agitative and if you become agitative the whole situation goes out of bounds out of control. You have no chance of having any business in future, if you are calm and cool then quite often a wrong preposition or poor proposition or poor offering,

you can handle it. Be calm not necessary every time for any business that you go you will successful not necessary, that if you are calm internally then you know that you can tackle it.

You can handle it calm and coolness is strong point cautioned, quite often I found that the caution you know if you become extra cautious. It is detrimental for business the caution comes from judgment and the judgment, if it is wrongly judged then the caution becomes negative, but yet caution should be there. It should be have a good skill which you should have. This caution should be exercised with lot of background research.

Internally, say you should run, you should jump, you should meet, you should shake hands, should you go forward? Should you initiate the discussion? Be conscious. Be cautious and what your judging? You are judging, the person who you are going to be meet. Maybe the first time you are going to meet him, you do not know him you might have some bit of a background study.

If you now have the background study then, you become cautious should not be speaking like this, I should not be in a speaking on these issues, I should not hurt his ego, I should not hurt his sentiment, I should encourage him on this, I know about his business. You are now becoming cautious how you are going to deal with it. Cautioned is a very strong personal skill, but I will tell you do not overdo it. If you be good cautious, extra cautious you will be losing your business. This is a very sensitive point where you can simply be you know, I will say undocked from the whole process of doing it. Cautioned is important, but use your cautioned skill with cautioned. Comforting, going for business, because we are discussing of the soft skill for business.

Create a sense of comfort to your client. Here, since I am discussing all the soft skills for business negotiation there are 2 sides of it. In the business negotiation you maybe on the receiving side or you may be on the giving side, now in which side you are depending on that this situation has to be worked out for all these points which I am saying you know your whole actions or your all this skill sets will be not nurtured or activated depending on the situation. Whether you are in the interviewer side or you're on the interview side are you giving the interview, facing the interview or are you taking the interview, but in both cases, comfort is very important. Usually what happens is when you are entering

into an interview board, the interviewer creates a feeling of comforting you the moment you feel comfort, then you open up more.

But sometime, if suppose you are given a kind of reactions which is desecrating you are discomfort to you will find many things you knew, many questions the answers you knew, but it does not come out because, you are feeling a dis comfort just the opposite the person who is answering to you a you are the interviewer the person who is answering to you, he is making the answer in such a manner that you are feeling uncomfortable. The comfort in a business is a very important thing both of both the groups the receiver and the giver both should feel highly comforted in the whole process.

And that is why now a days, you know whenever we gave a contract. Now later of contract, you sometimes synonymously use these a letter of comfort; that means, I am giving a letter to undertake this word called behalf. For which you will paid so much this letter which I am giving you is a letter of comfort which makes our interaction in the deal comfortable. The comforting is another skill.

Commitment, it goes without saying anything that you do sense of commitment must be there within you, not only sense of commitment should be in you, you should demonstrate the commitment. If the commitment is not demonstrated, then people will not realize or understand that you are really committed. Why this you have to show that you are committed to it? Then companionate when do you use this term or this skill if you find that you have your client who needs you badly, but cannot effort or who needs you badly cannot effort the full payment right now and you are selling. If you become passionate what you can offer him? Is, are you buying?

If you are buying, you cannot pay the Full amount now? Alright you pay in 2 3 installment you know what you are done? 2 things you have done, by asking him or suggesting him to pay in 2 3 installment you have first created you know you have done it. Out of compassion, you knew that this person needs it he does not have the money now, but he needs it badly. So, if I give him and wait for few months for the other intoners to come; I do not lose much, but this person gains and he gets the product starts Using it and you have done it out of compassion thinking that his bank balance is not fully loaded with the amount that he is supposed to pay at this moment. You tell him do not pay entirely pay this much now, pay in 2 other installments that is out of comparison,

but what you are created? You are comforted him he got a very strong comfort oh my I am very happy, at least I have the product I can start using it and he gave me 3 installments I will pay it.

And the installments when you are working it out, there will be a little bit of interest added with it. That additional part he does not mind paying after wards, but at this moment he cannot pay the full amount. Your compassion work for him, you made him also comfortable and since you your compassion worked you made him comfortable, I can assure you in future if you wants to buy another thing you will come to you only nobody else. This is how the whole business goes. When you are trying to sale something when you are trying to push something, when you are trying to buy something, these issues will come. Compassion if you exercise which gives compact comfort to the person. It is also indicating one more thing, that you are committed to deliver an object to the client. If you now see the entire thing, I will have many more, but before that let me just summaries on this issues in this when you are being compassionate.

I am just taking a clue from all this terms I have used in this slide. This a slide is very important watch all the words. You are being companionate to give him the delivery, you are committed to give you, have made a comfort within it. Be cautious that he is ready to pay, be cautious that he is going to pay, ensure that he is going to pay for which quite often. We take postdated checks you may be compassionate, you may comfort the client, but the thing is you are not you have to get a guarantee for your own company. Otherwise your company boss is will not leave you they will or else you have to make n number of calls to your boss or the head office is to find out can you give in installments.

Basically, why you are doing it, you are cautioned and when you are thinking about the whole thing you are basically calmingly you are thinking, you are cool in your mind. You are envisaging the entire consequences of giving him an offer of paying in installments.

Do you understand how everything falls in place and here I will at how could you be calculative? You calculated that this price is this. If he pays in 3 installments in if I get the full payment today then what is the value of these 3 months after? And if I get the money or the payment in 3 installments then what is the amount that I am losing by interest? And that is your calculative you are calculating you will be sharing how it is

done? Your behavior is such that the that person is feeling comfortable to even suggest or require request you. Can you give me in installments? You bargained, you said yes; I will give you I will give you in this, but you have to pay in 3 installments. Do you see that? But do not be assert him; do not push him to buy it. If he says I cannot buy you do not push it. You do not say no, no, you have to buy, you do not say no, no, no, you have to pay right now.

Do not assert even that so when you are doing this all these will keep on falling in place and practice it. Whatever I am saying here please pray it practices it in your personal life. Where ever you going try with the small scale, you will find one day all this points will make you reach higher scale other.

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The image shows a video frame with a man in a dark suit, white shirt, and red tie speaking. To his left is a slide titled "Personal Skills" in red text. The slide lists the following skills in a bulleted format:

- Computer Literacy
- Competitiveness
- Conscientious
- Conversation
- Convincing
- Critical Thinking
- Decision Making
- Defensive
- Diligence

At the bottom left of the slide, it says "2 of 6". At the bottom of the video frame, there are logos for "IIT KHARAGPUR" and "NPTEL ONLINE CERTIFICATION CO".

Sets computer literacy, see this has come alphabetically. I have no control over it will come alphabetically. To today's context when you are going for business, people have a respect who is strong in computer literacy. How much computer literacy? Who do not have a program or coder? You at least know how to learn a computer, how to handle a computer, you must know in today's date if you say oh, oh, oh, I do not know. In fact, I know I like I never learned, I was in the business, I was in the marketing did not really practice computer. I have not good at it that does not help you rather it becomes negative. Computer literacy is very essential learn the basics how to use the operating system? How to use a laptop? How to use a desktop? Quite often, I have seen the person was

comfortable. He wants to say, he did not carry any laptop or you know I pads. He says actually we have the product which is in our net then the client says can you show me show me the product.

Then the person says yes, I can, but the thing is I do not have hard copy. No if it is in the net why did you show it no I can show, but the thing is I am not very good at you know accessing nets. Bad, it is absolutely negative what you should do is immediately say, do you have a system? Can I have an access to it? Would you please open it for me? Then I will just go to the net ad show you entire thing and then quickly you show the whole thing and the person gets impressed.

That this person is so much computer literate, that it does not matter he is carrying a hard copy of it or books, but he is showing me everything in today's date in the network business. When the entire gamete of business is in the cloud computer literacy is must.

Competitiveness must have this scale you must have if you are not competitive then you will not do your business because every day the competitiveness or your competitors are growing in multiples exponentially.

You know what happens let me explain to you. Suppose, you have innovated one kind of business one kind of business anything, till the time you have brought into the market nobody knows. Once you have brought it to the market you got few clients and naturally you are excited to tell your friends and also others also. That look, this is what is a product we are we have brought in the market. We are the first to bring in the market, but I will tell you the moment you feel also that you are the first in the market then you must immediately know you are greeted a second in front of you. You are the first that does not ensure that there will not be followers.

The person who heard from you and heard the success story of yours, for something which you have been first, you have done it first, that generally immediately calculates that if, it is doable if this person could to it, I could also do it, if I cannot do it maybe I will collaborate with somebody and who can do it. The point is you thought the; you are the first and you thought you will be ruling over the entire market, but I am telling you the moment you have told that you have done this. Immediately you are created your computer sorry competitors sitting in front of you and that gentleman also knows that once he also does there will be third, there will be a 4th, there will be a fifth just look at

the past and all other things look at the online businesses, online shopping, there must at been somebody who is first, but the thing is competitiveness has grown because when somebody found well this is a big market.

The company who is who has initiated this particular business. He cannot access the entire gamut of the market customers. If I play in competition, then I will only make a certain share of the market segment. He does not really loose it, but I gain it. Because was in 0 you know now I will have few share of this market? This is what the competitiveness must be there. Competitiveness take it as a positive. Always think that if you are doing something there is a competitor, if there is a competitor then your sense will always trigger you to feel that if there is a competition I must also win otherwise what happens is that gentlemen will precede me I will not name you know.

Look at the market for online shopping and see what is the net to net competitions are going on. Look at the market of wallet US you know a pay wallet US. What is the neck to neck competition that is going on I have heard some people saying that I am in the business for 5 years on this you know pay wallet US, but I haven't made any profit as yet 5 years and they have you know millions of rupees in the turn over, but no profits; that means, the cost has been meet occur there is some problem. By the things is that is this competitiveness must be understood. Then conscientious this is very, very intrinsic you conscientious must be very, very clear and conscience should be positive. Whatever we are doing?

An example if I will tell you suppose you do not have any job and there was an advertisement by a company. Who is selling a product and who is looking for a sales person and you have no job? You have apply it and you got it and the product that he is trying to sell is detrimental to the human health. May happen, take cigarette as an example take any other such item as an example. Suppose you have been asked to sell the cigarettes. There is a mandatory warning given you. Your conscience is saying that smoke or do not smoke why the mandatory warning is there? Because the whole world thinks do not smoke it. Causes cancer and many other things because that is why the mandatory warring and all the TV ads, we are seeing everyday what your conscientious saying? If your conscientious saying that smoking is injurious to health, then are you selling the cigarettes? Are you going for selling the cigarettes?

This is what is the consciences you know the conscience, that matters. Point is still the products have being sold, still the companies are manufacturing it the shops are running and the trade promotion organizations of the government is allowing and with limits with some conscientious is not it? The point is, you decide that is very, very internal, you decide should you be doing it? Should you be doing this? Should you be selling something which is injurious? Should you be selling something which is poisonous? So, your conscience will decide, I have no guidance for this, you have to decide.

Conversation, I will have more discussion there is a large discussion on conversation. In following lectures, not in today's lecture how you converse? How you communicate? It makes a lot of difference, your conversation skill as many points, your conversation skill can renew, your conversion conversation nature may revenue, the way you are speaking you are speaking to whom a public a group of a mum, you are speaking to an individual, you are speaking to your friend. Conversation skill is important. There is a art of conversation, I will cover this in detail. Conversation is basically when you are talking to somebody else, there is nothing called self-conversation. They has to be a conversation like you are saying something you are hearing something. This conversation back and forth is important and there is a wonderful you know a set of, I would not say rules some guidance which I will deal with in a very specific set of lectures.

Then convincing, if you have the convincing skill, how do you convince people? Sometimes, you may sell a product which is not required for him, but you convince him such a manner he thinks it is. You convince him so convincing is a skill. How do you convince? How you use it for positive or negative?

Sometime, somebody requires the medicine, but he is not ready to medicine. You sell the medicine to him buy convincing. It is positive convincing, sometime somebody does not require a product, you having any utility to him, but you convincing that he has the utility and sell him. I would say it is a negative negative, but; however, in business everything goes on.

Critical thinking is your internal. Every item, every objects, every situation, every opportunity, you think critically. Do not be loose in thinking, because thinking is something which is going to guide you. Be critical, that critical thinking is a skill that is intrinsic. What is the critical thinking about? You are analyzing it, analyze the situation,

analyze the benefits, for analyze it is pit falls analyze it is negatives, but be critical think critically any issue a suggestion given awareness think critically.

Do not be a superior like you know, do not say oh you are my sub ordinate how can you give me a suggestion like this? If he has given a suggestion if he says sir actually, I think you know though you are the decision maker, but this point has this this this issues. Do not immediately say, you do not have to talk about it, because you do not have the authority of talking about it. You leave do not do that take his points think critically and then make assumption because ultimately you are the decision-making authority No issue, but think critically.

Decision making is one where many people falter. They cannot take decisions I have met many people in my life, who could not take the right decision in the right time. They took the decision maybe, sometime wrong decision at one positive time, sometime could not even decide. Quite often, it has happen that where suppose I am a party to it. Then I take a decision though, I am not authorized my superior is take a decision, but he cannot take the decisions for whatever reason he is not able to decide.

Making decision making is one and nowadays in decision making actually there are lots of analytical tools have come up. You know why those analytical tools have come up because that is in any decision that you take, based on your sub skill can be questioned, it can be cautioned, what is the reason? How did you arrive it? Why you are taken this kind of decision? In a meeting in a corporate meetings, in the office meetings in any academic discussions if you take a decision, then you can be questioned justify your decision. It is quite logical and that is why all those analytical tools have come supported by lots of statistics.

Statistical tools and techniques and people are taking decisions and no now they are saying we agree, you know when they agree to the decision, when they cannot refuse the decision. When they do not have sufficient amount of data or such sufficient amount of background analysis to say that this decision is not right, then they say agree to the decision because our mathematics or statistics or facts and figures our analytical tools are forcing us to take a decision, but this decision making why I am talking about is personal skill soft skill take a decision. Your friend comes an example let me tell, you have to go to meet a client at that point of time, your friend has come from some long distance.

You have meeting after 20 years, he comes and lands up to your home and says come on I come after so many years from a long distance and you just simply cannot defer your appointment with a client? It is a tough decision, whether you can take it what should be your decision? I do not know, that you have to decide which one is a priority. If meet your client or meeting a friend whose is whom meeting after 20 years. Decision making is your own, but anything that you are doing, if you think critically then decision making becomes easier.

Then defensive on many situations for sales and marketing and business you have to be defensive. Means defensive is what basically self-protect you protect from the situation which is likely to arise. You be defensive somebody makes a wrong proposition. In terms of dealing, somebody makes a you know wrong offer in terms of negotiation you will be defensive, but my suggestion is never give us sense or let the opponent sense that you are becoming defensive that is your personality. Internally be defensive, externally be proactive in discussion, but your whole aim plans your negotiation skill or your entire communication skill will be guarded by the defense. So be defensive in the mind.

Diligence any work you do, diligence is essential, everything should be done rightly right fully. This diligence is important and you know we use a term called very commonly. Very using this technique due diligence; that means, what is required the right full ness of the action that you are taking use diligence I will go further on several other points.