

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

Lecture - 52
Market Strategy, Rule 1 and Rule 2

Good morning friends, this is the last week 12th week of our course. We have discussed so far about various soft skills and about negotiations. Today I, intend to start with another issue, which is related to the marketing strategy.

Now, here I will be highlighting certain points, I will just highlight some rules which you should follow while marketing and then in this week's this course itself; I will try to give a brief idea about your time management because time management is one of the very strong soft skills which is very pertinent whether for negotiation for marketing in fact, it is for entire life ok.

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The slide is titled "The Market" in a blue header. Below the header, there is a list of topics:

- What is a Market
 - Classical Definition of a Market
- Domain of Market
 - Physical
 - Virtual
 - Invisible

On the right side of the slide, there is a video inset showing Prof. Uttam Kumar Banerjee, a man with a beard and glasses, wearing a suit and tie, gesturing with his hand. At the bottom of the slide, there are logos for IIT Kharagpur and NPTEL Online Certification Courses.

So, now we are going for marketing, first we have to understand what is the market. What is the market? What we are envisaging as a market? The classical definition of a market is a place where exchanges take place. Somebody has one commodity and somebody has another commodity, they are being exchanged with equivalents of value. So, it is a place where such exchanges are taking place. Classically if we look at it if the

shop it is a market. If it is a house where the salesperson has gone the house is the market. So, market has a very peculiar identity.

So, let us now try to find out where is it, essentially I start to find out what is that. If you are on the seller side, then in such case first you consider the market is a place where you can take your products too and there will be customers and buyers will come and ultimately buy your products you exchange. Exchange with what? You give away your product.

So, you get some money or you may be getting at other products. Historically if you know that before the money concept has come which is transactable with a one particular unit like paper or coins or whatever, before that it was all barter system in the barter system what used to happen is, one person owning one commodity brings to the market and another person owning another community brings to the market and both of them exchanged these two commodities almost trying to find out the equivalence of the value of it ok.

So, one sack of rice may be traded with one sack of wheat. So, the thing is that was a barter system where the money concept was nonexistent, but the thing is once the money has come, then one third entity has come into the position in the market, where one sack of wheat is equivalent to so, much rupees in dollars.

Now, if the value of that rupees and dollars matches then one sack is equivalent to one one sack of wheat is equivalent to one set of rice. Otherwise it is a money value one sack of rice equivalent is this much money and with respect to that money how much of that wheat is equivalent that will be exchanged, that is how the whole barter thing was. So, the market is a place where such exchanges will go on.

Initially the market was something like you know where people is to go with all their products, everybody from different parts of the settlement they has to come with their products and then all the buyers also used to come to the same place and now they are buying and selling. Very interestingly the whole market scenario has changed the market concept has changed at the location of the markets got changed.

So, biss now at this point of time market has no location, but market is still notionally a place where exchange will take place. So, what is the domain of the market? This is a

physical domain the market place we see, the shopping mall, the market place the village markets; you know these are a physical domain, then comes a virtual domain; that means, now you have a product, you do not know that where is your buyer sitting.

You have a product and you know that this product has to be sold to somebody. So, virtually you are trying to find out that where is that particular market. So, now, you start configuring your markets which is free of any physical location.

You are trying to find out who is the end user, who is the end customer and then you are trying to reach. In general the market now in today's situation is mostly invisible, why it is invisible? Because what you see physically is a very small small domains. In one of the neighborhood suppose you have a small market that does not mean, that that is the only market for all the products that could be sold there. The users or settlers in that particular neighborhood, inhabitants of that particular neighborhood may have demands for many other items.

Now, those items which are being produced by different people, but that is not being sold in that particular market; So, it is now very difficult to find out that where is that particular customer located. So, the domain of the market is one of the very important thing which has to be understood. Most often we are very comfortable in the physical domain because we go there, we see different options, we see different alternatives and then finally, we make a choice and then will be buy ok.

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The image shows a slide titled "Marketing Operations" with a blue header. The slide content includes a bulleted list: "What to Market", "Whom to Market" (highlighted in red), and "Why to Market". A speaker in a suit is overlaid on the right side of the slide. At the bottom, there are logos for IIT KHARAGPUR and NPTEL ONLINE CERTIFICATION COURSES.

Marketing Operations

- What to Market
- **Whom to Market**
- Why to Market

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Next point which comes into this is the operation. The marketing operation is like as I said that you have a product you sell and another person is a buyer who buys this particular product, this a total thing is a marketing operation.

You know consider that a marketing means simply that; see there is a you know something like we try to distinguish different term market marketing and shopping. Somebody in most common terminology, somebody who is trying to sell his product is considered to be doing marketing and somebody who is trying to buy the product is considered to be doing shopping; that means, one person markets the product another person shops the product, and at one point of time the things are exchanged and both then split, but the point is that particular domain is the market.

Now, the question is very important to be addressed as there is, what to market first thing ok. Even if you know that that is a market, what to market that is the foremost thing the next is whom to market ok.

Now, let me go back to the; what to market. You have an commodity, you have a product which you have produced, now you want to sell it off or you have certain products as your position, you have surplus and you want to get rid of it or you have certain objects which has run out of his life with your utility, but it still holds the utility value and now you want to share with somebody else not free of cost.

So, you want to give it to him somebody has to pay for it. The whole OLX and all these you know sides, they are basically depending on this particular kind of market that where somebody has run of it says products utility, but once now go for a upgradation of that. Once you get rid of this somebody who does not have this product, product at all wants to buy even a lower version of it even if it is old we call secondhand cell.

So, now such things are gain to be marketed. So, what to market is the first and foremost thing to be understood. All the, my discussions you will find that I am doing the discussion in favor of the sales persons the marketing persons not the customer. If you have noticed my entire set of discussions are focused to that. So, focusing towards the salesperson here, I consider marketing what to market; the seller would find out what product you marketed number one and then whom to market.

One has to be very sure about whom to market it; no items can be really marketed or sold unless there is a buyer. You may just keep on manufacturing products you know tons and tons of any commodity, but there is not a single purchase because there is no buyer for it. So, you have you have a product, but you really do not have the market here we are considering the market is the buyer set of buyers that is your market. So, physically when you think about there it is the market place, but when we think virtually, market means end users.

Whenever. So, it is an academics, if you are trying to formulate a course a new course that we try to introduce, at that time first thing what we try to see does it have a market what does it mean. The students do we have students for that will they be looking for it? Then immediate question comes students will look for or say covet for this particular adjunct this course, only if there is a market later what is their market job market. That means, the market gets different kind of identity this has to be very clearly understood and then why to market? Why do I could I give you some idea, that if you have produced it you want to sell it off.

Now, all those manufacturing producers where they are doing it; they are doing it for earning money. They are manufacturing products to get extra money or their sustenance money; otherwise production would not have been really required. We every items are being every commodities are being produced one is for consumption; another is for getting benefit out of that particular product. So, consumption means suppose somebody is producing acres and acres of rice or some some kind of crops and they have a family to run and the family will consume the entire output throughout the year.

That means here in this case, it is basically the situation is that produced and consumed, but if suppose you produce and your consumption is only 10 percent of the products production volume, then what happens to the 90 percent? That 90 percent you go then go and sell in the market and get the return out of it, that return takes care of your additional expenses because your food expenses for with respect to that particular product has been taken care of in your 10 percent of a products that you produced.

So, remain is a 90 percent that 90 percent should give you the value, which is going to now give you additional benefits for your life livelihoods and all of the you know expenditure. So, in the whole marketing operation first is you have to know what you

market. So, your product should be there you know you know whole of your focus gets you know aligned, what to market this product? Are you confident of making that product or producing that product or manufacturing this product or procuring that product what to market that you see whom to market is there any buyer and why to market to get externally, that is a basic idea this has to be understood.

You must have seen there are several you know there are something like; wholesaler in the market is something called retailer in the market wholesaler who takes the products from manufacturers in cross quantity in large quantity, then they give it to the local distributors and then now from wholesaler gone to the distributor, distributor is now selling; Selling means what? They are not selling themselves; they are giving it to the other retailers.

So, distributor, wholesaler, retailer and the manufacturers all of them are players in the market. The most important player in the market is the buyer, the customer, the user, the end user the clients if they do not exist no point producing anything. So, marketing operation is a very interesting game.

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Rule - 1
Sell to People

- Become 'People' Expert
- Like the People
- Be Interested in People
- Must Attract People to Yourself
- Look forward to Meeting / hearing over Phone
- Be a 'PULLY' person NOT a 'PUSHY' person (Tom Hopkins)

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Now, here there are some rules you know, I will talk about certain rules when you are going to go for this kind of marketing operations.

First is you know the whole thing is not very easy, everybody thinks that I can always sell no it is not it is it is very very difficult ballgame. First rule that you follow is, sell to people. If you are selling to people means you are selling to the customers and you have identified customers ok. To sell to the people first you have to become an expert in peoples skill first important. Here comes the real application of the soft skills that I have talked about.

Every time you will have to see that if I have to follow rule 1, I have to sell to people then I must be an expert of people peoples expert we call people expert; that means, we know how to deal with people, we know how to talk to the people, we know how to attract the people, we know how to not to annoy other people, we know how to sell the product to the people; that means, you have to your peoples expert, you have to understand the signals, you have to understand the body language, you have to understand or respond to the verbal communication when you are doing it. So, all this becomes the game plan ok.

So, when you talk you will go through all those items of soft skills, if you relook into the items and go to the people skill you will find, that this particular rule is very strongly applicable. To become a peoples expert, the first thing is you have to like the people you have to like the people. You know you are dealing with people. So, you cannot be adverse to the people.

Some people are introvert and quite often it is seen that a salesperson cannot afford to be introvert. He should have such skills that he can immediately penetrate through the mind of another person and then get friendly to the person and then talk about the products and then sell. Quite often it has happened that the person who is not interested to buy neither he was thinking about buying ourselves he meets a salesperson.

Salesperson be friends be friends him and then what happens is in the whole conversation, salesperson sells the product to him and ultimately the person who met the salesperson, buys from him; that means, the whole process goes on it was absolutely unscheduled on you know it was unintentional, it was unplanned, it was just accidental, but it happens, it happens with rule 1. If the salesperson is selling to people to like the people, then in that case you have to be interested in people; that means, you have to know about the people as much as you can, there are certain you know things like.

Say if you have to like in be interested in the people I do not mean that you have to be inquisitive or you know nosy, you do not poke your nose into the others affairs to be interested in people no. It is you know the people should feel so, comfortable when somebody has met you and you are a salesperson in such cases you show your interest on people I will come to this in detail further, that different kind of people have different kind of you know you have to show different kind of interests and you cannot have a just you know common terminologies used all that.

So, be interested in people and also must attract people to yourself; that means, your personality should be such, your poise should be such, your dignity should be such, that people should be attracted towards you.

Let me give an example, you are sitting in your office and then there is a knock at the door you say please come in a person comes in you never had a you know look at him in the past neither you have an appointment. So, you do not have any hint that he is there on the out here doorstep ok.

Moment you look at him, you start judging him as the total personality. You do not even know why then that what is the purpose for this particular person to enter into your chamber or your office, you do not know. At this point of time you will start all your judgmental things and all the features or attributes of that particular person in terms of skills is now going to play in the mind of the viewer whom you are meeting.

Now, in such cases what happens is, there could be a negative reaction there could be a positive reaction, but what is important? You have entered his office, unscheduled just knocked at the door he allowed you to enter. So, your entire activity should be such all together; that means, the total points total dignified point should be such that immediately he gets first attracted to you. So, that he gives you at least one minute of time to listen to you. It cannot happen such that looking at you he immediately gets disgusted and says no I do not have any time then your purpose is lost ok.

So, you have to have such kind of you know entire body language, a smile, I look, a nod, a wishing good morning or you know courteously asking may I come in, anything that will start playing a role plus your dresses. If you are looking very shabby in your dresses in your retires, if you are looking very casual, if you are looking very unkept in such

cases the first reaction of the person who you are meeting is he will say, I do not have time now can you come later; that means, he deferred your purpose.

Now, once he deferred your purpose, god only knows when the next purpose is next appointment you are going to get you do not know. So, the thing is you must attract people to yourself. Looking at you once you think I should at least spend a few minutes with this gentleman, since he has come here that is the point you have to take him.

Other ways are look forward to meeting or hearing of a phone; that means, it is something like you know your personality your peoples you do not like your people skills should be such that once you have met, then this person you have met he probably would not mind meeting once again or you may call and request for another appointment ok.

That means, he will be pleased to hear from you over phone, it should not be such that when you are leaving, you left with such a kind of reaction left in his mind that next time when you call and request for an appointment either him or his secretary, responds sake no time is not a visible; that means, you are not a peoples you know you are not selling to the people. So, what you do is, before your products come into play, before your prices are being discussed, before you go into negotiations, you sell to people that is important.

A very famous quotes of a very pioneering sells author Tom Hopkins, he has written one book the be a PULLY person not a pushy person. That means, it should be your whole system should be such, your entire appearance, your attire, your behaviors, your body languages, your verbal languages and everything should be such, that you know you get pulled you do not push; that means, one should invite you to come, you should not push to meet him.

So, be a Pully person; that means, you should behave in such a manner, that you know one should pull you, you do not have to push be very very cautious about it. If you recall this pushy is one of the do not I have said in my earlier discussions never push never. Always convert the push situation to a pull situation; that means he is inviting. The see what most of the sellers expect is a return call what is a return call? You made one negotiation you sold the product once and that, but your name has been listed in the customers database customers database not your database.

Now, customer whenever he is looking for that particular object again or similar kind of objects which you are dealing with, then immediately he should feel that I should call him and ask him to meet me with that idea about that products or information about that products. This is very very important, that means you expect a return call and in case you are not getting a return call; then if you call saying that we have sold you this product earlier, do you have any further necessity it is not a bad game I would say.

But the thing is it is just you know you are being slightly pushy; that means, you have the product at your stock, you want to get rid of it, you want to set it off, you have a target by march you have to you know disperse this product or sell this products out. So, you are now being pushy.

But imagine the situation that you are sitting in your office at the mark almost year end and at that point of time you got a call from the customer, whom you have sold the product once and then he calls you and says do you have the same product or similar product or a greater product of that same thing, you know then it becomes the real situation which is most coveted.

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Rule - 2
Sell Yourself

- Go Out and Sell **YOURSELF**
- Be **INTERESTED** in Other People
- Don't Be **INQUISITIVE**
- Explore **ASSOCIATION BOND**
(Common College / City / School / Friend)
- Apply the **GLUE EFFECT**
- Be A **PLEASANT** Person
- Pay **COURTESY VISIT** - 1st time : 2 minutes (share card)
2nd time 4 minutes (find needs) - 3rd time 5- 30 minutes – talk business)

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

The rule 2, Sell YOURSELF; It is always said that do not sell the product you sell yourself; that means, you know the client starts liking you, that is very important. If the client starts liking you then whatever product you are going to take it to them they are

likely to buy most often they are likely to buy. Of course there has to be subjected to the need or you know want of that particular product for that in favor of the customer.

So, the first thing is a rule 2 is go out and sell yourself. You do not expect that the first time you have met a customer and you immediately sold the product no you do not expect it. What you do is, you just go meet. Once you meet you know you have a good interaction with the person and you leave it not necessarily you are selling that particular product, you might get a chance to talk about the product or you might not have a product ready for selling now, but you can still make a friend you can meet.

Once you do that; that means, you have sold yourself and the next time whenever this customer is thinking about a salesperson should think about you and you should think about you as a positive salesperson not a negative salesperson.

See each one of us are remembered for two opposite reasons, either it is for good reasons that somebody likes you, they remember you or somebody disliked you to such extent that remembers you that nobody is expecting your call next time or even if you come forward he will simply say no; that means, you are remembered on two opposite situations; what is the best way is to get attracted you know when somebody knows that you are a very good person and that is where the whole soft skill business is.

Before going for the cells and other things I would always suggest that you run through all my points of the soft skills and see where you lack where is the gap.

You know at the end of this particular course I will shoot one form to all of you that I promised in the beginning; that form which I will give you in which all those soft skills will be written and there will be some gradations and I will expect each one of you honestly filling up in the cells where you belong you think that you belong to that particular cell.

Once you see that form later you will understand what I am trying to say, but that is a self assessment form in which in terms of soft skill, you make your own judgment do not shout anybody do not have to, do not have to take anybody's opinion also you do not have to tell somebody that what is your idea about my people skill do not; you think what is your own idea about your people skills ok.

So, then go out and sell yourself the next point is be interested in other people. You know as I said that you be interested in other people earlier as well, you like other people, but be interested in other people; that means, if you do not care for others people will not care for you that is a prime thing in a sensible thing.

You know if you have entered a customer who may have sold a computer and then just after one month you would not visit, you have no intention of selling any other computer because you are just now got it will be at least you know it will turn out to be obsolete only after 3 or 5 years, but you go to him and you find out is there any problem is it working properly, are you getting good business out of it, has it helped you?

Do you think that they are near the upgradation was better you know; that means, basically you are interested in the person. You are showing interest into the in the person, but again are not of cautioning do not be inquisitive do not be inquisitive ok. In quiz if you are inquisitive, then it brings out negative reactions in the mind of the customer.

Customer does not want to open his cards, you know the one thing see I am discussing all these things in favor of salesperson, if I would have given lectures for customers then I would have said a different set of rules and by which customer could save themselves from the salesperson like you, that is also another thing.

See what happens is sometimes I do sell and sometimes I become a customer and that is why I know that exactly where I should behave like a customer and the salesperson should not really be influencing me, but sometimes where our salesperson I always try my influencing game so, that the customer gets influenced by me. So, at one point of time I am on this use, another time I am on this use, this is very very important because it is a game ok.

So, do not be inquisitive. Explore association bond you know this is one of the very common trick people to use. You know something like you know if you have any common isn't as a college. Suppose you have gone to a customer and then founder he is from your own college, he is your senior alumni ok. Then in such cases what happens is you know it helps; try to find out or explore association bond.

It happens to me quite often, if I go to some other clients and then I learn you know; see I am from IIT, I am a student alumnus of IIT, moment I go to somebody and then I say that I am from IIT, then the person also says I am also from IIT.

The next question then immediately asked which IIT. Whether the same IIT where I belong? It may be yes it may be no, each maybe some other IIT. The moment he says that he is from other IIT then I embraced the whole IIT brands as a fraternity, but if suppose the person says from the same IIT where I have graduated from, then immediately what happens is immediately we try to find out oh I see which year and then the next question is which hostel you know.

So, these are all very very strong and sustained bonds and you will find that whole of that atmosphere changes. Initially the person who looked at you when you entered suppose you are in IIT and you have entered as a salesperson and then, the moment you entered a clients room the client will give a suspicious look at you who the hell are you type I told you earlier. In the moment he will look at you, you know who the hell are you and then you enter and then you say I am so and so, and etcetera etcetera in meanwhile you just drop a word that you are from this institute.

The moment you say that and if the person is also from the IIT fraternity, immediately there will be a melting of ice you remember I said something called ice breaking. Immediately you know there is a fraternity thing comes and you know nobody is free from this, I am talking about IIT there could be other institutions there could be many institutions.

There could be many universities and all are worthy and this association bond plays a role when it becomes the similar; like say common college or some time from the same city, common city even if you have not stayed there more than 1 year, but if you say that if suppose the customer you know in course of discussion says. In fact, you know when I was in that city I mean I lived there I studied there for so many years, if you were there for at least one year you can always say oh you were there in fact, I was also there immediate question will be how long and when?

You may say 1 year, but the thing is the moment the city has matched then the details also come in, likes in which part of the city? What kind of associations you know starts playing and it I will tell you it is melting the whole ice is melting now.

Ice between the stern relationship or skepticism or suspicion between the seller and the customer now is melting and if says same school or even common friends. So, explore the secession bond as much as you can apply the glue effect. The glue effect is basically sticking together, this glue effect is very interesting it cannot be really set in a very crisp or discreet manner, it is like you know an association, friendly association or earlier acquaintances this glue effect works.

So, you are selling yourself in such a manner that you are getting that blue effect you are exploiting or exploring the glue effect with a person; that means, staking to. Sometime what happens is you know some contacts or connection comes from other friends we call reference. Some contacts do come from the earlier company where you had been working, some context do come from the family friends, some context to come from the families, some context do come from the in laws families.

So, the thing is somehow there is some kind of commonness which are coming and then if you are now a good person, if you are selling yourself better then the glue effect comes. So, whenever there is an opportunity will be at least intimated I will be informed or will be invited you know it happens. But play this glue effect very very sensitively quite often it might be wrongly played. So, never use a glue effect as push, never use a glue effect.

Overall be a pleasant person, if you are pleasant I will tell you it breaks the ice very fast and the pleasing person means never show any kind of arrogance in your spin your expression, because I will tell you this part is very very important I talked about it earlier. The facial part is very important if you are looking sternly, if you are looking obliquely, if you are looking suspiciously, if you are looking skeptically, I will tell you have just lost that client be a pleasant person even. If you do not like be pleasant in your face.

Friends you will try this and if you have ever lost always retrospect and try to analyze why have you lost because of your weakness of the product or because of yourself your soft skills which were not up to the mark be a pleasant person. This point is important be courtesy visit. See every time I will suggest that if you are trying to meet a client, do not land up with your brochures and literatures and the product samples never. First pay a courtesy visit, I have given a clue here oh first time do not use more than two minutes. First time you went there said hello to him, introduce yourself, share your visiting cards.

I will talk about the visiting card sharing in a different time in more in detail, but do not take more than two minutes; because you should pay respect to the time of the customer you did not take any appointment. So, you have no right to encroach into his time, this I will discuss when I will talk about the time management.

So, first time when you meet is if you are paying a courtesy visit you simply say that I have come here as a courtesy visit. Just a courtesy visit I have no business now, but I want to introduce myself to you this is. So, I am so and so, and belonging to this company and we are producing this kind of products; in case you have any need, I will be happy to respond to your you know cause. So, share your card two minutes not more than that.

Second time you meet again, but not immediately after. And do not even take the permission saying you know that can I meet you can I come here often and whenever I come to this place can I meet you again, I will tell you this is a very dangerous thing you have said never do it but do it, never ask never ask, but do it.

Second time when you go you take 4 minutes, because first time you are introduced and when you are using that for meanness not more than that 4 to 5 minutes, at that time you try to during your interaction you do not repeat anything that you have discussed earlier, you immediately you know go into the discussion on the finding out needs; what he needs, what is he doing, does he require any kind of products that you are producing, will it be helpful, does he need your help, does not does he need any kind of service help of the product which is using not your own. So, 4 to 5 minutes do not spend any more time beyond that it is for courtesy.

Third time 5 to 30 minutes and at that time you talk business; That 5 to 30 minutes is the scale according to the time available at the discussion of the customer. You plan for 5 minutes and if the customer has the need and he is expressing his need and then it is leading to business it will take 30 minutes, and within that 30 minutes you just talk business and something like you know client is asking that do you have this product?

You know I have this one product here which is not functioning properly, I need you need some help; somebody has to come and repair this. You immediately say I will do it do it for you it is not a business I will tell you it is a help. You will say I will do it for you do not worry, I will take care of the servicing do not bother about it ok.

Now, what is the problem that this particular machine is happened having? Then the client will keep on saying his own problem, then immediately you say why do not you replace it with some other better options, the client will be now curious to know what are the better products available in the market and then at that time you push your own product.

At that time you say there are multiple such products and view are also producing if you are interested I can show you a sample of that, and then give me just one day time and you know I will just bring my technical expert as well with the product if the product is of small scale, I will just bring it here I will show you a demonstration of that or else we will bring the technical literature we will discuss, and you just look into this. If you feel that this is going to solve your problem, which is be persistently being created by this current product then you simply can replace it.

Then the next thing will come in the mind of the customer is, what you do with this item how can I dispose it. The next action that you can say is that if suppose you want to throw away this particular product and take our product, we can have a buy back system in which I will give you a system I will just take this off from here, with a little bit of you know reduction in the price we will make it ok. What you have done is a you know the whole thing you have done is you have talked about the business.

So, pay courtesy visit first time 2 minutes, next time 4 to 5 minutes and next time you are talking business. In case you have sustained that pull factor between the customer and you that, second time when you have when do you have very warm welcome then you can always be sure the third time also you will have warm welcome unless you are spoiled your relationship in the second meeting, and the third time when you do what you do is you talk business.

So, paying courtesy visit is very important. The idea is that you are not selling, you are paying courtesy visit to meet a person and then you are almost making a good relationship with him so, that you know it becomes interested in you because you are selling yourself ok. So, this is about rule 2 sell yourself.

So, in my next lecture I will discuss about other points like, asking questions that is how you should ask questions and on what issues they should ask questions ok.

Thank you.