

Soft Skills for Business Negotiations and Marketing Strategies
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Lecture - 53
Rule 3 and Rule 4

So, friends you have learned how to sell yourself. Now, let us talk about asking question, the rule 3.

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Rule - 3
Ask Questions

- Show **INTEREST** in Client's Business
- **APPRECIATE** Client's Success
- Identify **INTERESTS** and **TARGETS**
 - Managing Director - Company Profits
 - Sales Director - Sales Target
 - Personnel Manager - Staffs Quality
 - Production Manager - Output
 - Home Maker - Household matters
 - Professional Buyer - Value and Delivery Time
- Explore **NEEDS** and **PROBLEMS**

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In rule 3 you are asking questions. There are certain rules what kind of questions you should ask, what should be your interest and how should you communicate, so, let me detail it out in this form.

Here very sensitive thing you have to ask questions to know about his needs, you remember just I was said that when somebody is in trouble, you will be asking about questions what is what is his problem with this machine that he has, what he wants further to this. So, show interest in the clients business as well; that means, when you are talking with the machines you also know, what is the kind of business that he is doing where you can be helpful as a salesperson ok.

And so, show interest in the clients business and also appreciate client's success, I will tell you, be sympathetic if there had been a failure in the clients, and also be appreciative

whenever client has a success. If you find that the clients name has come in the newspaper. So, next time when you are meeting you just immediately congratulate him. So that he knows that you have noted his success. So, client's success is important.

When you are showing interest in the business basically try to find out where is the possibility of your product to be sold to him that is the idea. And when you are appreciating the client at that time you do not think about it, you appreciate the client as a person as the business person, as a customer whom you are happy because the customer is happy he has got a success.

Identify interests and targets; you identify what is the client's targets, what he wants to do in future, accordingly you can realign your production system, you can realign your products. See the whole set of computer items which are spread all over the world now has come from the customers itself.

The manufacturers of the developers they might have thought about some alternatives of solving some problems, what is the solving some problems in computer? Dealing with a large data and doing it almost mechanically with some mechanical machines or manually by adding subtracting and all that, and dealing with large data which taking so much of time.

So, what was the factor for computer innovations? Is this how can big calculations or data can be processed in the shortest possible time? That means, the time to be reduced to as negligible as possible, and the amount of outputs to be as large as possible. That brought the whole computer into our system, isn't it?

Now, who said that is a problem? It is a customer who only said there is a problem, and when the customer said that I have a problem, I have to deal with so much of data, then they are naturally the DBM as the database management system got developed by the developers. DBMS person database management developers a system developers, they found out that so much of data to be handled and there are so much of you know you know I would say the labyrinths created so, they try to you know optimize the whole system.

They created a flow chart, and then the work out the whole system which is going to solve all the problems; that means, the customers expressed.

So, if you could identify the interest and the targets of the customer, then you can also realign the production of your future products, that is what. So, that is possible only by asking questions. So, you know something like show interest in that client's business if I am saying, you ask questions that what kind of business do you really have? Do you have only this business or you also have other businesses?

And then if you are appreciating you say that I saw that in the newspaper that you have got an award, could you please tell me that for, you know, what was that for which you have got the award? And as soon as he says it you appreciate it, ok.

And for identifying interests and targets you ask, what kind of problems are you facing? How can I solve your problem? Would you give me an opportunity to solve your problem? That is how we do it. Now, identifying interest and targets also varies from different persons in the same organization may be, or may be different customer type. I will just give you a certain clue here.

That if suppose you are meeting a managing director, then you talk about or you try to know about the company profits. Because that is one thing the manager MD is going to post about. And if you if suppose somebody says that this year we got made about said 50 percent profit, or sometimes they say 30 percent profit, or sometimes 100 percent profit, you know; that means, do not talk about profits with other members of that company. It is MD, who is responsible for bringing in profits and also take the credit of the profits.

So, you ask questions you show your interest to the managing directors in terms of profits. And in case that had been lost, then in such cases you should also really, I I would not say that you could you say that, I am very sorry, that you made a loss or something like that, you do not have to do that. You be a little compassionate, and you can always say that today's loss, tomorrow it will be profit, ok; that means, it gives a little bit of comfort in the mind of the remedies that he has suddenly you know in view of in course of discussion set, ok.

We have made so much of loss this time, you can always say that it is loss is a part of the business sir, but I think the next time definitely will have a profit ok. But you do not sympathize, I will tell you never sympathize because you are not the authority to

sympathize an MD in terms of their loss. You are only a small component in the whole production system where you are supplying a product, never, never sympathize.

Then sales director, if there is a sales director, you are dealing with, then you talk about the targets, sales target how much is the sales target? This year how much you have met? And what is the, you know, if suppose, they have made up good target, then you immediately appreciate, and if they made a little less a target you can always say that ok, always there is a better times.

If it is a personnel manager, personal manager means were dealing with stops and human resources, then you talk about the staffs quality. You do not talk about the profit, do not they even talk about the sales target. You talk about the staff's quality, and in case you can help as a salesperson providing some system or product, which can help this personal manager example is like a personal manager is likely to have a good in a software, which can hold the entire data properly.

And he can allocate resources, and all at the you know at one press of a button you can see the time allocated to different personnel. If you have such software immediately that is a person who is going to first be interested in your product and he will try to know more.

And if he does not know you introduce this product to him and do not try to push for selling, you say look we have a product which can solve your these kind of problems. In case you are interested, maybe that sometime it just give us a time, we will come and explain to you this is as thing ok. And if you find it is useful then you may think of buying it, never say please buy it, never, ok.

Then comes a production manager production manager if you are talking to them talk about the outputs; Output in terms of quantity output in terms of quality, ok. And if there is a home maker, now you have gone to a house to sell a product, you are a salesperson you have met the house lady, who is a home maker.

Then you talk about the household matters. You do not talk about the you know if suppose you have gone to the house of the MD, and then you are meeting the home maker, the wife of the MD, do not even ask what is the company's profit to your husband

has? But never make a mess of it. You only focus on individual and their interest and their targets.

If it is a home maker then you try to find out whether there is any household items which the one should be requiring, or is there any household item which is giving trouble is there any household item which needs replacement or servicing if it requires servicing then do not sell your product first. If you if suppose the lady says that I have a machine ok, I have a mixer juicer which is not working properly.

So, I do I am not planning to buy another from you because you are producing that, but I have one which is not so, you know working properly. I will see that what I can do later, immediately jump on to giving service, do not sell your product. You say, can I have a look at it? Can I see whether it can work?

Basically, what you are trying is, you are trying to win the heart of the lady. You are trying to win the heart of the lady in this way that, you are not pushing your own product, you are only trying to help that so that she does not need to buy another product of the same kind only a little bit of service is a required; that means, your product would have cost about say 5,000 rupees, but the servicing would cost about say 50 rupees, a replacement cost may call for another say 200 rupees, and you are you can say that ok, this particular I cannot think I can service for you.

You have to only bear the cost of 250 rupees, you do not have to buy another factors in rupees worth which I am selling, simply say that; that means, you have on the heart of the lady. The next time she is thinking of replacing this, she will give you a call, and say can you now come with a product literature of your or say of sample of your product. So, that I can think of replacing this particular old one with the new one which you are selling; So, you are selling yourself, you are selling you know to people, ok.

So, next is the professional buyer. Here it is a very, very critical thing. Professional buyers are the persons in a company or individually who are buying stuffs, ok, who are always buying something. And their professional means they know exactly the mechanism by which they should buy.

They know it very, very well. If you know you are a master of your selling then he is a master of his buying, ok, the professional buyer if you are now trying to you know

identify interest in the targets of a professional buyer. Then always try to find out the value that he is trying to add. Or the delivery time within which this has to be done.

So, value and delivery time is more critical to the professional buyer, not it may be for others as well. But the thing is professional buyer will think about what is the value of this, and what is the delivery time within, which I can get it quite often I have seen that I have even called you know salesperson saying that can you give me this product within 3 days if yes, I am going to buy. But if you give after 3 days, I do not need to buy; I have done it myself as a buyer.

At the same time, you know I have seen seller who came to me and said sir this particular product is available today, and if suppose you buy this by 3 days, then in such cases you get a discount so much. What he has done? He is trying to find out the delivery time visibly the value; that means, he is giving a discount means saving my money.

That is how the whole thing is going to go for, and explore needs and problems. Exploring needs and problems is always a part of your cells first move. You ask whether you have, you must have seen in your doorstep quite often some marketing person they come. And then they ask you that we have you know vacuum cleaner in your house. He will not say his he knows that he has a vacuum cleaner in his mind cell.

But he has come here you will say I have not come to sell you anything, I have just come to know that do you have vacuum cleaner in your house, if you say yes then the next question is which company he will write down. And then the next question is how old is it. So, what is trying to see? You have a vacuum cleaner, and it is 5 years old, and of that company.

And now he will do not do any cells, he will simply do the market research and go, but basically, he is a component of the sells team. He will go back and give this feedback, another salesperson will come to you after one month, and we will say would you like to buy one from us, this is my product. So, exploring the needs and the problems is very important, ok.

So, you are asking questions, and asking questions with dignity with full respect with full, you know, I would say, without any malapropism, these are very, very important. Without showing that you are inquisitive or do not be not being inquisitive, these are on

good items of marketing. Now, the situation is that I am asking you to ask questions that is rule 3, should we be asking questions only? No, there is a rule 4, the rule 4, is it talks about listen attentively.

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Rule - 4
Listen Attentively

- Two EARS and One MOUTH Formula
- Listen to 'What is SAID' and 'What is NOT SAID'
- Notice Customer's BUYING SIGNALS
 - Price / Delivery Date / Colour / Style
- Listen to Client's PROBLEMS / WORRIES
- Be a PROBLEM SOLVER
- DON'T SELL A Product - SELL A Solutions

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That means, here the point is you are selling up your product, you want to inform the customer what your product? But at the same time, you remember, that the customer will have in a whole sub questions, n number of questions that the customer will ask you and you got to respond. In this the rule 4, becomes very effective.

It is very you know sardonically said, the god has given us 2 years, but one mouth. Take it in that proportion as a salesperson you should speak one third of the entire conversation. And the two-third should listen; that means, whatever you are saying, give at least double of that quantity of time or opportunity to the customer to ask you questions, or express the problems or the needs. And you listen to it very attentively. The first thing I will tell you rule 4 is listen very, very attentively.

And then speak as little as possible. See the thing is he could not be dumb. You cannot be you know you cannot just use no words to express what you have as a product. So, listen very carefully. Now, we have to back corvo remove (Refer Time: 13:49) the way.

Student: (Refer Time: 13:53).

See the thing is, listen to what is said, very important. The client is going to express his needs, his problems and you are the problem solver, by providing a solution through marketing your products.

So, you listen to what is said, but also it is said that you listen to what is not said. Listen to what is not said is very, very tricky thing; that means, it is between the lines, you know, sometimes you say read between the lines, between the lines there is blank there is nothing, but what you are going to read between the lines.

It is the kind of terminology used as the sentence used, you know just to give an idea that there is something in between the lines which are not written, but you have to read; that means, your mind has to play similar here. You are definitely listening what is being said.

But also listen to what is not being said; that means, now suppose you are trying to sell a product, and somebody is expressing something; that means, you are listening to the person the products you are looking for. But he has another problem which you could notice, and then he did not say, he did not ask for any clarification on that or neither ask for any information from me.

But you looked at it his office and informed that that particular item which also you have in your product list is not on his table. It is not said, but you have listened to his need with your eyes. This is very, very interesting thing. You know it is a kind of idea; it is a philosophy of listening to what is not said.

And sometimes listening to what not said gives rich dividends, ok. Then comes notice customers buying signals. See buying signals are two types one is simply not buying another is buying. And there is also in between may be buying some time in future, but you try to notice the customers buying signals.

If you find that the buying signal is such that it is negative, he is not interested to buy it. He does not require it. You enter a person's office, and then you find he has 10 computers, suddenly you cannot jump into selling him 10 more computers. First, you have to find out an is whether this computers are recent purchase or the old purchase are obsolete.

And then you try to find out are they still working, and then you try to find out are they thinking of replacing it, and then you push your own new computers which you have, ok; that means, within this itself you can get your buying signals. Suppose, you talk about these computers, I see these products you have.

And the customer says, yes, I have purchased it 3 years back. You can start thinking 3 years is obsolete time, then you start talking about your business. But suppose the customer says, I have bought it 3 months' time you are buying signal is he is not going to buy it, do not waste your time. Just leave, leave me the courtesy, leave with a parting note, very pleased parting notes.

You know, what kind of thing you should say? If some of the customer says that I bought it just 3 months back. Then he was asked what is the configuration. And he will talk about the configuration, if you have a better configuration, you can always say fine, fine it is just 3 months old so, you do not have to really replace it right now.

Though we have a product which is a better configuration, than them and then these, but the thing is your bought it just 3 months old let it run it is own life ok. Maybe 2 or 2 years or one year after, if you are thinking about replacing it please call us; that means, he made a prospect for future, but you did not push for selling your product right now because the buying signal is negative.

At the same time suppose somebody has say 5 years old computer lying and he said dusty and not working properly. And he said he is saying, I am not in a position to buy because I do not have fund. So, buying signal is negative, but he is also expressing that these particular products are not giving me good service.

It is pretty slow the configuration is old and it is not giving good service. And some this printer is also there, but I cannot buy another printer, but this is not working, the buying signal is positive, the face he is saying he is talking all negative about this product which he owns now. But the signal is that he wants he is thinking in case he had money, then he could have bought it.

In such cases, I will tell you I can give you a clue. Suppose, somebody says I have a printer which is you know, old not really giving good service and quite often I have to get it reserivist and all that, it is not working well. But unfortunately, I cannot buy now, I

cannot then you ask do you need a better painter than that, he may say yes, I do, but I do not have the fund.

My signal is negative and positive together, you know, what the negative is he does not have a fund and the positive is he is very much keen to buy one shortly. Immediate reaction of your says ok, when do you want it? He says yesterday, is a very common term used for most urgent need, he will say yesterday, then he said you have it. Tomorrow there will be a new printer, they immediately he will become defensive and say no I cannot pay it now, you say do not have to pay now, you pay whenever you can.

Then he feels a little comforted, he becomes comfortable and then he says in that case how early do you require the payment back. If you say give me whenever you are comfortable, but not more than 3 months, within 3 months can you pay. He may find it ok, 3 months I can pay; I will get the fund from somewhere.

But you can also get another options saying that can you pay me in installments? It may be still a little discomfort, but still comfortable, and the customer may say yes, yes 3 installments I can pay, then tomorrow you are getting it, and next day you bring your machine replace the other one give a new machine, basically that is a signal.

So, signal is one negative and other positive you converted is to positive, and you are going to take care of the pricing and everything in terms of your installments. So, that you do not lose, but you already sold a product. So, tomorrow the product will be delivered, this is how the customers buying signal is important.

Then comes a price, delivery dates, color, styles, these are also buying signals ok. The price, I said he cannot pay, suppose he says that no, no, no this product is very costly, I do not require this. Then you ask him what is your budget? He will say this is my budget, then you find out from your product list which is the best possible thing that you give, best possible configuration that you can give in your machines, you know, with respect to the budgetary limits.

And then you say the price it is price sensitive, in such cases you can buy this one which is 10,000 cheaper. And he thinks 10,000 cheaper is about 10 percent saving and he says ok, fine I can go for it. So, the price buying signals, that delivery did buying signals the urgency in color, when you are showing the product literature somebody may say that

no, no, this color is I do not like you know it is black I do not like black I require white it is a buying signal. If you provide him with a white machine of that immediately there is a likeliness, that he will buy also the style.

I do not like a look of this particular machine. You ask him what kind of look that you prefer. You know search from your own catalogs, if you finds this kind this particular item look wise this better, then immediately you sell it, ok.

So, you listen attentively give him more chance to say and more the customer says, I will tell you more the customer is allowed to say, more likely that he is going to buy, you test it yourself. And more you say as a salesperson and give least chance to the customer, then you will find the customer is least likely to buy because you think he or she will think that you are being pushy, you are trying to forcefully say more more and all.

So, that that we are trying to impress the client actually the customer should be given twice the chance of your speaking. Listen to client's problems and worries; I have already highlighted this; if you understand the client's problems and worries, whenever client is saying I have a clue for you.

Whenever client is telling about is expressing his problems and worries, you know, do not talk just become mom, pay full attention with your eye contacts with the customer and listen to the entire problems and worries and try to keep a note.

Either a mental note or a short note book note ok. These are the worries; these are the problems customer is facing. Give him more chance to express more worries, more worries and more problems. If the customer is telling you more of a problems more worries, then in such cases you can always come up with a host of solutions providing. You know, so, give him a chance to say, if suppose customer says, you know I have a problem with this printer, do not jump in, you do not worry, I will give you another printer, no say that.

Allow him to say what is the problem, where did he bite from, how much is the price is, the servicing being given regularly, is it under AMC, what is the cost of running operating cost of that, who is operating it. Give you a chance to say everything he keeps on saying, saying, saying all his worries and problems, and then once he says this is what.

Then you say I understand these are your problems, if I give you a solution, then I will give a machine which is better than that, which will be automatically 3 years warranty instead of one year, you do not have to go for two more extra year of AMC, you start giving your all inputs ok, that is how you sell.

So, be a problem solver, and you can only solve the problem if you have listened to the problems, that is a crux of it. Listen to the problems if I said, listen your client's problems then be a problem solver. But how do you solve the problem 1, you say I have heard about the problems give him a chance to speak.

And then do not sell a product you sell a solution, this is one of the very important things said. Do not sell the product, product will be automatically sold. But what you can sell is a solution, and the clients have the problems. And the client have the worries, and they require solutions, there can be 5 types of products similar nature.

You know, a little plus minus in terms of cost, but the thing is client requires a solution not the product. Ultimately, he will get the product which will solve his problem, but when you are selling you do not sell your product, you sell the solution. So, when you are highlighting your product, always give an idea that what is your products, you know, good points ok.

So, I will discuss the next in the next lectures.