

Soft Skills for Business Negotiations and Marketing Strategies
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Lecture – 54
Rule 5, Rule 6, Rule 7 and Rule 8

Friends, we have talked about certain rules, there are more many more rules, which are applicable for marketing see basically let me give you some idea you know, whenever you are marketing a product you have a strategy and we very commonly say this is my marketing strategy, this strategy is what that you are deciding about the path of actions, but path of actions that you are deciding to sell your product.

Basically you have made a pre preparation of that all these rules are nothing, but to pre prepare you, you understand that for marketing these are the things which have to be followed and, if time permits I will give many more points later, but the thing is at this point of time I am just setting certain you know just introducing you to certain rules ok, follow them very very meticulously, attentively and try to see that how it works with your products or your marketing thing ok.

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Rule – 5
Link Features to Benefits

- Understand the distinction between **FEATURES** and **BENEFITS**
- **LINK Features to Benefits**
- Highlight **VALUE- ADDITION**
- **Sell BENEFITS - NOT the FEATURES**
- Sell **AFTER-SALES SERVICE**
- **Be Prepared for 'SO WHAT' Test**
- **Don't Be Obsessed by your Company Status**

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LINK Features to Benefits, every product that you sell, whatever whether it is a service or a product or anything, always link the features with the benefits ok, features are intrinsic to the product, but the benefits is the customers requirements problem solving

ok. So, if the customer does not find that it is beneficial to him or her, then whatever best feature you have of that product customer is not going to buy. So, never highlight your features first always highlight your benefits first ok, what do you want you want to chop your vegetables, you are doing it with a knife, that is a problem of a homemaker all right.

The benefit you want to offer is I will give you a machine which will chop it by itself you do not have to do anything, that is a benefit the moment you say that then the home maker will be interested in your product and, once the home maker is interested in your product because that is going to be beneficial to her and at that point of time you just bring out the features ok. This has this features this can do some you know different kind of vitals can be chopped in this manner.

So, before that chopping fast without the homemakers in direct involvement or time environment is your benefit. So, you always try to sell the benefits first and, link the features. So, I here I am writing link features to the benefits because, most often we think about our object our products and their features and, then we try to sell the features I would say no you link it with the benefits understand the distinction between the features and the benefits, I said it features are intrinsic and the benefits are the benefit of that particular or those features to the user because, ultimately the product will be sold to a end user.

So, when you are understanding the features and the benefits, you know what happens is this particular first point is very much you know privileged, in your background preparation of your literature, product literatures, or the advertisement materials and all that, you must have seen in the TV there are certain things you know they are selling some kind of products and they are always talking about the benefits. Whether it is a weight loss programs, or whether it is a car washing programs, or whether it is of any kind of you know household items, or kitchen appliances they are always trying to highlight the product benefits first and, then they will say that to have these benefits I have these features.

So, if you understand the benefits and the features and the distinction between them, then it is better. Otherwise you will be always you know over emphasizing the features not the benefits. So, the best way of doing this is put yourself in the shoes of the customer and, they try to see that particular object, do not be passionate or do not be emotionally

connected with your own product, you look at your own product and try to find out what benefits you can get out of it. And you know if you find that these are the benefits listed down and, then when you go to a customer to sell your product first to highlight the benefits and, then you say to get this benefit. So, you have these features ok. So, link features two benefits.

Highlight the value addition see value addition is a very very vague term in our mind, the value is also a vague entity. The value of the same thing varies from person to person depending on the objectives or the constraints ok. So, the thing is whether it is being value added or not you may not be able to comprehend every time when you are selling. The idea is this when you are having a product, which can solve the problem of somebody the problem solving is basically a value addition, if it requires least cost for future operations that is a value addition.

If it is possessing this gives us you know a kind of social reputations is also value addition, it is because of that a 4 wheel car which travels from one point to one origin to a destination a normal car could have been purchased by everybody, but people are going for costlier cars the costlier cars because, people have some excess money to buy or even if he does not have, then he takes loan for buying a costly car traveling the same distance from home to office, which your friend in the same apartment you have another person who is working in the same office the same time two persons starting from the same apartment going to the same office, the same time same distance one has to travel one buys a costlier car and they buys us less costlier car.

The person who is buying a costlier car he thinks that his car is costly. So, it added his more value in the social reputations ok. So, the thing is value addition is very very I would say a very difficult to really perceive, but always everybody thinks about the value addition, even if it is not very easily comprehensible, but still think about value addition. So, when you are having a product which can help in value addition then highlight their valuation ok.

Then comes the benefits so, when you are selling sell the benefits, features will be following it. So, when I am saying first I am saying the linked features to benefits, but here I am saying now you sell the benefits not the features, you say that you can do. So, many such vegetable cutting types you know with the same machine; that means, you are

now selling on the benefits. And selling benefits suppose you say that I have a machine which can you know chop different kind of vegetables say, 10 types of vegetables with this kind of different gadgets ok. The first thing that will play in the mind of the customer is 10 types of vegetables can be chopped off without much of a labor number 1.

And this next is the value addition is going to save my time and the labor, value addition sold and then 10 types of gadgets are required to satisfy or do this kind of activity so, that the benefits can be derived features. So, whenever you are selling you sell the benefits not the features, features will be followed. Then comes cell after sales service this is very very important, the benefits that you offer is not only the in terms of activity of that particular product, if the benefits also in terms of after sales service.

So, whenever you are selling a produc, then immediately you also utter that in case you have a problem for one year you no issue, you I will just we will just send our person who will rectify the problems, or if there is any repair has to be done will do it, if any additional items to be added which have got broken, then if it is within the warranty you do not have to do anything. So, we have a replacement warranty and if suppose there are certain items which are not within the warranty which is predeclared in such cases the plant will be requested to buy, you know pay for that additional cost of the replacement of items ok.

The point is you should always sell the after sale service and that is one of the benefits ok, then comes prepared be prepared for so, what this is a very interesting thing you know. So, what test it is a test every salesperson goes through, whenever salesperson very energetically and you know you know I would say with excitedly trying to highlight all benefits and features and all that all that all that, at that point after about half an hour time spent by the salesperson that the customer says so, what I do not require it, it is a test, I will tell you it is a test.

So, what test is a very common test that you do not realize that, if you are going through every day when you are selling. So, what test is basically trying to see how you are very clear about the products that you have and, your response over here should never be added with any kind of arrogance. So, what response to so, what should be always. So, amicable so, courteous not even ridiculing I will tell you, I have seen salesperson if suppose such so, what has been uttered by the buyer, then the salesperson sales you do

not have any idea about the product; that means, he insulted this customer, trying to prove to the customer that you are not at all aware about this particular product that is why we are asking so what, this is a dangerous thing never put down your customer. Even if he or she is very ignorant never do it. So, be prepared for so, what test? Every time always remember that if you have approached a customer for selling your product the customer also will play a game.

The customer's game is to first stop you at wherever you are not come forward unless the customer has gone to your shop. Again if suppose the customer has gone to your shop and, now you are talking about your products and you try to highlight all your points, they are also customer is likely to you know ask the question so, what you know. So, this you have to be very careful, as a product salesperson I would always advise you do not be obsessed by your company status. Company status means nothing I will tell, you we say yes brands sell we do say that, but end of the day when it touches the purse of a customer, customer always thinks about the benefit of that particular product. If suppose a highly branded company gives a very poor product tested it will never be sold maybe first time people will buy based on the brand, but the next time mutually they will just discard this particular brand, or reject this particular brand.

So, when the brand does not make much of a difference love, but the benefit makes it in, such cases I loved it always advise you do not be obsessed by your status, I have seen such cases a person came for the research you know marketing research objective and, came to my client and I was sitting in front. And then the person when he entered he says that well good morning I have come I am coming from that particular company, he said a very high sounding a very branded company.

And then he requested that can I have these this date, I have been told that you have this data ok, you know what was the immediate reaction the moment my customer or the client he found that this person is bragging about his own status of the company, then immediately said I had the data, but at this moment I do not have. The whole thing got stopped the whole interaction got stopped there was no reason why that person should stay there any further because, this person does not have the data ok.

The person left with it of a little disgruntled and also very unhappy saying could you please tell me who has the data, my client said I do not know, but I had the data till

yesterday, but today I do not have it has been transferred from my place to another, then the per sales person the marketing person left, I asked my client you really do not have the data he said I do have, I said why did not you share because he was bragging about the status of his own company. If you would have been polite, he if you would have been very soft and polite and sober and, would have said may I request you for certain information, I require this information and then I would have asked him that you are from which organization, he would have said the name of the company.

But the first thing he did is he sold he was trying to be selling his company's brand saying good morning I am from this company; that means, he is selling his company's brand, which I did not like can you understand the situation. So, never be obsessed by your company status always be a normal person, even if you are representing a big company a big branded organization.

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Rule - 6
Sell the Results

- Sell **RESULTS** not the Product
- Adopt strong **PICTURE POWER**
- You Don't Talk Much - Let Customer Talk
- Create **ENTHUSIASM**
- Don't use **JARGONS**
- Be a **HELPER** - Not a **SELLER**

The slide features a speaker in a suit and glasses pointing upwards. At the bottom, there are logos for IIT KHARAGPUR and NPTEL ONLINE CERTIFICATION COURSES.

The next rule is sell the results, if I said the benefits also sell the results, in such cases you know you sell the results not the product, end results which will bring benefits is important. The product is the only a medium through which the end result will be obtained and the benefit will be derived, or you know offered to the customer. So, sell the results not the product and, adopt a very strong picture power.

This picture power is means basically you should be able to view the benefits and the results and, make a pictorial representation of that, quite often you must have seen many

of the brochures product brochures, they have sketches, they have demonstration, demonstration pictures they have sequential demonstrated pictures, basically it is a picture power. Which speaks a lot of things more than writing, you give her 10 pages right up to somebody and nobody is going to read after 1 page, 10 pages right up talking about everything the results of benefits and product features and everything of that 10 pages nobody reads.

But give them some pictures that one step 1, step 2, step 3 to step 10 maybe 2 pages or 3 pages immediately he will one would browse through all those. So, adopt a strong picture power. So, anything that you want to communicate to a customer, always try to use the picture power, then comes that you do not talk much, I already said that you listen twice listen give twice the time than the time that you speak, here I would say do not talk much, let customer talk, let customer talk more in which customer will express their problems, requirements, demands, the budgets and everything.

Give the customer more time to talk, I am repeating if a customer is allowed to talk more they were more likely to sell your products, then comes create enthusiasm whenever, you are going for sales you know it should create enthusiasm. That means, the customer also should feel very eager to know more about your products, you know you create that enthusiasm whether pictorially, whether by your verbal skills, whether you are through your body languages, or through promotional things.

Basically you know what happens is all these are the sub skills and, see you keep on speaking and, speaking and, speaking and the customer is listening very quietly and many of the sentences more customers dis you know discarding because it is meaningless to him. But if suppose you could have created the enthusiasm saying do you have this kind of problem in such cases you can think of this as a solution and, the solution which will give you these benefits. And the benefits are now derived from this product which I am selling, it is the you know on street or on vehicle hawkers, they do this best, they create enthusiasm by their walk you know talking style, they create enthusiasm by offering some small small samples you know given to everybody, see out of the 10 persons he has given the sample maybe one will buy, or a chance that non will buy, but still he has created the enthusiasm in 10 persons to you know ask for that samples. So, create enthusiasms.

And then do not use Jargons, I said do not use Jargons earlier here, I am saying again do not use Jargons to highlight your products because, Jargons are the thing which people may not be very accustomed to are they find it very very you know very disgusting to listen to because, they first feel threatened linguistically. The Jargons have used which the customer may not be very familiar with. So, do not ever use jargon and be a helper not a seller to be a good marketing person always try to be a helper not a seller.

You always pose as a person that who has gone to help the customer, not to sell your product. And if the customer feels helpless saying that I cannot buy this product because, of my for constant of fund or even saying that I do not require it, or even that I have one I do not want a replacement basically, you be a helper saying you do not have to buy, you do not have to you know do not try to push sell your things you say ok, you do not need to buy now, you have it I give an example you 3 months three months old purchase of 10 computers ok. In such cases be mores more you know helpful saying 3 months wait for 3 years to buy the next set you do not have to buy now, if anybody comes and sells you do not buy it because, this machines will run for next 3 years; that means, you are now helping not selling.

If, but you always take stock of the situations 2 years after, though you have said the three years you do not need to buy, but 2 years after you go on take stock and, then you find out whether they do really need replacement and, if it is then you are the person is going to sell.

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Rule - 7
Don't Rely on Logic

- **EMOTION overrides LOGIC while buying**
 - **People Buy People**
- **Doing Business with Who is Liked**
- **Find a Need - Prove a Need - Sell a Solution**
- **Convert NEED to WANT**
- **Convert WANT to BUY (Fund is not an Issue)**
- **Identify the Defense Mechanism of Customer**

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The next rule is do not rely on logic here, the situation is that emotion overrides logic while buying, this is a very interesting phenomena, people think that we buy it logically no we analyze it logically, but we buy it impulsively we but it emotionally, if impulse buying or emotional buying was not true, then all those you know shopping malls who did not have thrived, do you think that somebody plans that today I am going to buy two of my trousers and then going to a shopping mall, no do you think that somebody thinks that ok, I will buy wristwatch today every time people are logically thinking about what product you buy and then makes a checklist and then goes for shopping and to the shopping mall no.

People go to the shopping mall to spend their time, they go for comfort. If it is a very hot arid zone, then they go to the shopping mall for cooler, atmosphere nobody stops, allow them to come because, if they are comfortable intrinsically then, the logic will vanish away and, then they will buy if suppose they see if I products indefinitely they will buy at least one of that emotionally. So, impulse buying an emotional buying always overrides a logical buying ok.

So, people buy people because when I said that you sell yourself and sell to people; that means, people are buying people the good salesperson, good customer dealing a very helpful customer dealing, all these you know makes a person buy ok, even if there is no time necessity of buying such particular items, in shopping malls in the garment section if you go further especially the ladies garment section if you go, you will find that the

ladies are holding. So, many governments in their hands to try for trial rooms and, then finally buying maybe 1 ok, say holding about 5 when buying 1.

Do you think that the lady has come here to buy that one even know, lady came here to spend some time, spend some quality time and, then you know looked at all this possible you know if there is any sales giving if there is any discount given and, then if suppose there is something which is of her choice and, then she picks a five out of them and then tries 5 and buys 1. So, emotion has bought ok.

So, people buy people at that time the salesperson helps without being pushy, if the salesperson helps, giving more options to the lady, in such cases there is more chance that one product will be purchased ok, doing business with who is light this is a very fundamentally true, we always try to do business with somebody whom we like and, we always hate to do business if somebody whom we do not like, sometimes we may do business with somebody whom we do not like, but the thing is that is a compulsion. And that compulsion people try to be away from that as far as practical.

So, if doing business with the person who is liked is true, then in that case if you are a salesperson, then in that case you be the person whom is liked by others ok, then comes find a need proven need and seller solution, through your verbal communication, you try to find out the needs I said that you had a courtesy visit.

First time to just introduce yourself, I say the next time we went there and you wanted to find out the need and, the next time we went there third time to sell your product the same thing. You first find a need and, if you find a need then it is fine and, if you are suppose you are not you find that the person is not very much aware of the need, then you prove a need, you show about the features and the benefits and the results of some products which you have and, you prove the need to the customer and, then you sell the solution to the customer.

If you have found the need or if you have proven the need, then you convert the need to want, see there is a big difference between need and want, need is I do need it, but want is I really need it dire necessity of it and, which leads to the position of that, need is a fun basic fundamentals everybody needs everything, but the want is supported with the capacity to buy that means, here I always say that need you know if it is now matched with the affordability, then it becomes one that I need it I really need it. So, dire necessity

does not necessarily make compel a person to buy, but the want compels a person to buy convert want to buy; if suppose you have you have identified the need and, then you have converted to want and then you can always converted to by.

So, fund is not an issue in such cases I have found quite often, whether I being a buyer or a seller I have found the fun quite often has not been really a serious issue, but the fund is the only you know only excuse people always give for not buying something, but frankly speaking fund is not always an issue, fund can be arranged. If suppose there is a real need of something and which can got converted to one, then the customer will definitely find out opportunities or maybe some ways out to find out where to get the fund from.

So, converting want to buy and seeing that the fund is not a problem, see I give an example of you know giving installment you know paying in installments, or deferring payment deferring payment are paying in installments you know, these are all things which are reducing the fund as a constraint, then comes identify the defense mechanism of the customer, this is a very important thing which I would like to highlight see, every customer thinks that somebody is pushing a sell, every customer everywhere you go to a vegetable market, you will find many vegetable sellers we will keep on calling you basically, what they are doing is they are attracting you to their shop.

So, that you can see what products they have for on sell, but at the same time you always become skeptic that, if I go there and if I try to see and, then the you know the seller is going to talk to me and then finally, motivate me and convert my need to want and ultimately find out whether I have the budget and, then he will push sell me. So, everybody is skeptic. In fact, all buyers are skeptical about the sellers. It is eternally true and when you buy something of dire necessity in such cases you do not even think about selling like say when you buy a medicine, you do not think about the salesperson have you ever seen in a you know a salesperson in a medicine shop who is trying to sell you medicine never, sales person knows that this person has come with the dire necessity of that particular medicine and I have it and I sell it. So, salespersons are the one who never goes into this kind of selling.

But have you ever seen the sells you know representatives who are selling the medicine and, basically trying to highlight the benefits and the results to the doctors, no individual

salesperson has ever approached any buyer of medicine never, but the salesperson do it in a different level, they never sell you the they sell you the medicine at the shop, but they never sell you the results because the results, or the benefits will be sold by the doctors to you. So, what they do is I have seen all the salesperson there waiting at the lobby of the doctors trying to find out sometime through appointment and, then you know highlighting the benefits and the results, or the you know side benefits of this particular product.

So, they are doing the selling of the medicines at the different level. So, never you know emotionally you never had purchased any medicine I am sure, you have only purchased medicine if the doctor has prescribed it and there it is a dire necessity, at that time no selling is required ok, if there are multiple such kind of options or alternative medicines then the doctors now start thinking that which medicine is better ok, which medicine is going to have least side effects, which medicines are going to be quick in action, which medicine is going to work best for the patient right now. So, he is talking about he is thinking about all the positives and, all the negatives of that particular medicine salesperson is going to give all the inputs there itself ok.

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Rule - 7
Don't Rely on Logic

- EMOTION overrides LOGIC while buying
 - People Buy People
- Doing Business with Who is Liked
- Find a Need - Prove a Need - Sell a Solution
- Convert NEED to WANT
- Convert WANT to BUY (Fund is present)
- Identify the Defense Mechanism
- Sell the END RESULTS

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So, send the end results. So, you never rely on logic no purchases done really on logical basis, normal products are being sold on the emotional basis, but the thing is when you analyze it we do definitely apply our logic, but only logic we will never sell a product.

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Rule – 8
Use of Product Knowledge

- Have adequate Product Knowledge
- **Product knowledge not necessarily ensures a best selling**
- Have belief in your products
- **Have confidence and credibility on your Product**
- Don't be uninformed salesperson
- **Don't be in love with your product**
- Remember People Don't Buy Products
– **People buy End Results**

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The next rule is use your product knowledge, this is a very key to your marketing professional, if you are a marketing professional and you have gone to your customer then you must have adequate product knowledge, I have found you know I have found you know witness in this amongst many of the marketing persons, did think that their personality, their skill, their marketing skills, their other soft skills are going to be the winner. And, then land up at the doorstep of the customer and, then the customer if the customer is very knowledgeable about the products or it is his or her own needs. The customer will ask n number of questions and, the salesperson is going to kind of very sorry figure.

What happens is? That he is not very knowledgeable about the whole product, I have founded myself I have already given some example before, if suppose there is a marketing man and a technical man come to me in such cases I will first have a some courtesy discussion with the marketing man then stop him. And then have a longer discussion with the technical man because, I am knowing more about the products benefits and this you know results from the technical person, this person does not know, this person can only think about when to take the order when to deliver the order and how to take the you know what are the processes that he has to do and you know all these things.

So, here I would say the man as a marketing person, have adequate product knowledge. Product knowledge not necessarily ensures a bestselling that let me be also very clear about it does not mean that, if you have a very strong product knowledge having to sell, if it was true then the technical knowledge person would have sold all the products. So, when I am saying a marketing person goes and, he should have product knowledge at the same time that technical person who goes also should have some bit of marketing skills.

Because only technical knowledge will not sell the product because, selling the product will be a game plan game play with the psyche of the buyer. And all the soft skills, I have found quite often the technical person who is who has come with a marketing person, technical person is very rigid, not only rigid very methodical of course, methodical about the product and his technical aspects, but the thing is he is least bothered about my price. He is least bothered about my convenience of buying it, he is least bothered about my replacement, but the marketing person is going to work on that. So, I always found that if suppose a product has to be sold, a marketing person and a technical person having a good rehearsal between themselves because, I have found negatives in that also having a good rehearsals, between themselves at before reaching the customers point, you know it can still yield a good results ok.

Both should behave almost similar in nature, only thing is one is strong in marketing skills, another is strong in technical skills. Have believe in your products, this is very important I found this is very true, I have found one of the salesperson came to me and when I talked about his product, I said you know these products at these weaknesses. He said I know that the products are these kind of weaknesses what can I do sir actually that we know we have talked to the manufacturing you know you know production teams have we said you improve it, but unfortunately this is the product which you are getting. So, and I have to sell.

So, basically he is not having confidence on his own products itself. So, he does not believe the real utility of his own products, how do you think that he is going to sell you the products. The thing is have belief in your products and for which if necessary, you have more knowledge and you discuss with your production teams and you try to improve your product. So, that when you are going to the customer you are having a more confidence on your own products.

So, if you are selling a product it is always said that if you are selling something, then you must believe your own product, even if it has weaknesses, but I always consider that this is not a fair way of saying it or thinking it the best is that ok, you if you find that your product has some weaknesses then give sufficient feedback, you know the weaknesses are found from where weaknesses are reported back from the customer.

So, customer is going to tell you what is the problem he or she is facing and, then you take back that particular feedback. So, customer redressal sell, customer driven sell, customer feedback sell, they are very very vital working at the background who will take all the problems which have been faced by the customer to the production team and, the production is going to go for quality improvements of those particular products, but the actual you know the band which is being received by the person is the salesperson because, he is meeting the client will fire, client will use you know bad words to him, you know client will behave misbehave with the person. So, salesperson is going to face all these things.

So, my point is that you first have a good belief on your own products, but never sell a product which you do not believe as good, please follow this if you want you a good salesperson, never sell a product which you do not think you would have used yourself. If you have if you follow this philosophy in your marketing fields, you will find that you will be always be respected, you may always see that the customer will look towards you look for you if they are trying to buy a genuine items. If suppose you have sold all those cheap items which are available in the markets and, then ultimately you sold it and you be proud of your selling such products knowing fully well that you are not going to use it anyway because they are bad.

And the client is also knowing that this product is bad. So, client will lose respect on you and, next time when you go you will simply drive you out. So, when I am saying believe your own products always help your production teams to improve the quality of your product, have confidence and credibility on your products; that means, you must have good technical knowledge, you must also know the weaknesses and the strengths, weaknesses may be there because there cannot be any product which is 100 full proof in terms of its quality and quality the thing is when you are selling, you must have confidence and your credibility of your own product ok.

For which whatever you do you all your background preparation that you do, but the thing is never go and face a client with a weak product which you know yourself that speak. Do not be uninformed salesperson, you know uninformed salesperson are who are not knowledgeable about other items, or other competitors, or other products similar products be informed. So, I always think that the being up for a good marketing strategy you must do a good amount of research about the products about the competing products, about the competing prices of the other manufacturers, about the sales figures of other manufacturers, about the sells scenarios of the market, about the market itself about the customer, you know do not be uninformed and do not land up and go and ask do you require a book, I want to sell a book, do you require a book no you go to a person whom you know that he is requires a book and then you could try to sell a book. So, never be uninformed.

Do not be in love with your product. This is one as I said do not be passionate you know about your own status of the company, or do not be obsessed with you with the status of a company here I would say, do not be in love with your product you consider product as one useful item. So, which will be solving problems of the customer do not be in love with it and, never also say look how good it looks like you see how functional it is, but you never say how good it looks like what a wonderful color.

And I think you know if suppose if see I found one salesperson saying you know, when whenever I was trying to buy a sari for my mother and the salesperson spreaded 5 sarees and said, I am sure that your mother will like this one because, if I would have selected for my mother I would have selected this basically what he did is he became in love with the product, but he does not know my mother, he does not know her choices and tests and, he is trying to push sell this because, he thinks that this will win me or win my heart because, he is trying to help me actually he spoiled it. And my immediate reaction was do you know my mother, do you know her test, if you do not know her taste in such cases how do you say that this will be liked by my mother, in such case I do not think that I should buy anything from here, I just left the shop where the next shop and got a good one.

The point is never be obsessed or never be you know in love with your own products, always consider be very very neutral and sell your products it will help, remember people do not buy products, people buy end results. So, that is what I am concluding here

in this rule 8, if you know have a sufficient amount of product knowledge mind it, it is a results or knowledge about the results of that particular product, which should be very clear in your mind and, there should be no confusion.

If suppose somebody says this machine does these things, does it do this activity you do not say I will come back tomorrow and tell you whether it can do no because, the results you must know every bit of results that is offered by that particular machine must be known by you, is that clear. I think these will help you all these rules if you follow do not follow I get out rule, but you know these are essentially structured.

So, I will talk about the other rules in my next lectures.

Thank you.