

Soft Skills for Business Negotiations and Marketing Strategies
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Lecture – 06
Discussion of Soft Skill
(Personal Skill)
(Contd.)

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Personal Skills

- Computer Literacy
- Competitiveness
- Conscientious
- Conversation
- Convincing
- Critical Thinking
- Decision Making
- Defensive
- Diligence
- Dominating
- Emotional Intelligence
- Emotion Management
- Empathy
- Emulating
- Enthusiasm
- Friendliness
- Goal setting

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The slide features a video inset of Prof. Uttam Kumar Banerjee, a man with glasses and a beard, wearing a suit and tie, gesturing with his hands as if speaking.

So, now what happens is you become defensive when you understand the situation is not right internally and you become diligent in your work. That is fine, then comes dominating. Dominating is a skill which sometime helps, but sometime, it may be counterproductive dominating means you are dominating over the whole situation you are dominating over the other colleagues dominating over your clients customers dominating over the person who you are interacting with if use it very consciously very carefully that dominating nature usually people do not like.

But sometime this dominating nature helps in getting the things done in taking a decision, but there is certain things like I would say negative, but let me sight one or two examples that I have experienced, a person enters the chamber, then he finds a person sitting on a large table and there is another person sitting opposite to him. The person who entered, he went to the person who is sitting on the table and try to express his problem or his queries, before that gentlemen answers the other person who is sitting

opposite side, he says tell me tell me what is your problem. This is very surprise. Is it not to you?

Then, how come you are going to an office you are going to chamber you are discussing you are addressing a person who is sitting on the right chair and the other person who is sitting on the chair opposite to him he says tell me tell me what is your problem, you know basically, what has happened? The boss was sitting in opposite to the subordinate and the chamber was of the subordinate. You have been guided by the receptionist to the subordinates chamber sub ordinate means is also an higher official.

But he higher official also has the higher boss the boss came to his chamber and sitting opposite to him and discussing on some issues or some policies at that point of time you have entered usually by protocol; what will happen let me tell you, we expressed your problem to the person whom you have been led to the receptionist that gentleman would have been given you some points led your guided you to the boss and the boss is sitting in front of the other person the boss third.

Since the route would have been something like going to him and then coming to me why do not I just interact there are two things which happens; it is good one way that you do not have to waste your time the boss is in front ultimately would have been led to the boss. Now the boss knows; what is your problem, but the way the boss asked you tell me what is your problem; this is what is a dominating situation because boss wanted to make it clear to you that he is not the person who he is not the boss whom you are addressing that actual boss is me this is dominating may be good, but sometime you know; it is very uncanny feeling that you have; this is another situation, we went to receive a group of delegates when to receive them in a railway station they came out of the ac compartment it is just by chance that the boss came out last.

But we did not know; who was the boss; we going just received. So, we started shaking hands with everybody and you know greeting them please welcome and we have. So, happy to have it suddenly the person who is from the back burgess into the group and he said tell me tell me tell me yes I am so, and so, and then he introduced himself to be the boss dominating; this is dominating nature if the boss is being polite he would have burst into it into the group interjecting all our greeting discussions he would have quietly stood there and the others would have been introduced him to be the boss that please meet our

boss it would have been more graceful. So, dominating nobody likes, but yet some time for decision making domination dominating power is required.

So, use it very carefully emotional intelligence is your intrinsic inclusion use it. This is basically part of it is inborn by nature by god comes to hereditary and part you can always know in Calicut not sure; learn it, but this is important emotion. Management is important, you are not liking the proposition by your client or customer or the seller, you suddenly become emotionally less organized, then what happens is your whole talking style interaction style negotiations style your entire body language everything starts showing that you are not emotionally organized not managed, this is very dangerous emotional management; you remember I said the calm cool such thing.

Amicable; these are the reflection of good emotional management; that means, you must have a good control over your emotion your mind yourself because ultimately, all said and done we are guided by our mind anything that you are doing the mind is guiding us. So, emotional management is very important we use term sometime earlier also I have used the term called anger management if you see anger is the worst thing that you are declared in this negative I am saying emotion management is everything something like say you did not like the proposition you did not like the refusal.

So, you started behaving very very roughly opposite of it you have been offered a job you have been offered a proposal you have been offered a business you suddenly become over related that is also poor emotional management do not get later just because offer has been done just because the deal has been struck and then suddenly your emotional management falls fall you know it falls out and then you start behaving very cruelly.

So, emotional management there is no something like this is right this is wrong and there is no absolute example that this is emotional emotionally right manage no emotional manage is you self control on your mind that is emotional management empathy is basically empathy is basically the overall set of mind which makes you more comfortable more acceptable to a clients or even to your job givers or even to your subordinates empathy is a very soft very nice skill that one reflex, but be very careful showing empathy quite some time may be construed as your weakness your softness.

So, empathy used it almost like you know a glass bowl in a hand use empathy very very cautiously very carefully exactly where is required you do not have to keep on you know showing your empathy everybody you know, but empathy should be in your mind, if you find that somebody really needs a you know reflection of was kind of your demonstration of empathy do it this is a good skill emulating is something which helps you in updating not that everything you have learnt or you have seen you have experienced no. So, what happens is you, but you know you ovulate seeing people you see people you learn things you see how the manifest you see how they talk how they stand how they laugh how they smile how they shake hands how they hug.

How they write everything and you try to get what you emulate is all positive you emulate the positives do not ever emulate the negatives emulate is trying to do in the similar manner that is what is emulating if you see a big you know businessman and you find that his behavior his operations his manifestations, he is dealing with the subordinates he is declaration of a results his declaration of policy his declaration of a concern. There are different ways of doing it each individual develops their own step his develop his own style and manner and if you think this is good emulate it. So, emulating is basically keeps you mentally open to learning.

So, emulating skill if somebody has he will be unstoppable negative continue see the positives emulate, but not of cautioning again please never emulate something which is negative never because emulating something negative means you are miss may be a somebody has shouted at sub ordinates and got his things down and you have learned that shouting at the sub ordinates gets the thing down that is a wrong emulation.

If you do that then what happens is you lose your control over led do that enthusiasm is a system of your life line make sense you are in business you should be enthusiastic even if you lose; do not lose your enthusiasm, you lose a project, do not lose your enthusiasm because you have lost your project. Once you have lost this project which had been wind for, but who says the next project is not only your back you know it is something like enthusiasm should remain enthusiasm is such a energy which pushes you forward.

That you keep in mind that I have not got it, he has got it; does not matter next time, again, I will compete with him, I will gave it. So, always think in that the next will be the better one or the positive one or the positive one we will keep your enthusiasm life and if

you lose enthusiasm, then what will happen once you lose a project once you lose a deal once, you lose a customer once you lose a name, then if your enthusiasm goes negative, then you will never be able to stand up because enthusiasm is something which keeps you standing up its something like a runner he runs high speed then falls and he falls and then he gets up with his enthusiasm because he knows that now you have to run further if he thinks fallen. So, I cannot run then he is gone. So, in business in professions enthusiasm is you know energy that din motion that always be active never drain it out.

Friendliness meet anybody expected or unexpected be friendly make him a friend, if you can win a work by you know defending your enemies, you can convert your enemy to your friend who is friend basically social scientist will give lot of definitions for this, psychologist will give a lot of definitions for this, I am not saying that you can have large number of literalness on friendliness, friendliness is something that when you are interacting with somebody, he feels very comfortable to interact with you and thinks that you are thinking about good for him or her that is friendliness they will consider you to be somebody whom they can follow you know they can confide on, but I would let you one thing here every time when I am saying something positive.

If there is a cautioning, I will add to be do not be over friendly in profession we say, we lose use his what of course, I am not be sure whether it is true, but we use this term saying in profession nobody is a friend in profession, it is always give and take in profession, it is only somebody is expecting something from you nobody is a friend say that they say, but I am not saying up to we friend, but you can be friendly being a friend is a big deal you know it is making a friend or being a friend is cause for lots of other attributes, which I am not touching about.

I am saying be at least friendly be accommodated be open to discussion at least be adoptive try to understand his points try to express your own points share that is one what is a friendliness it should not be like say the woman somebody says can you help me, why should I help you; that is on friendliness.

If somebody says I need this for this product from you, then you have to say you can, but only thing is a pay this price unless you can always say yes, you need this product yes, I do have I do have this product, but are you ready to pay for this amount of money, then I can part with it this is the friendliness the way you are saying as if you are trying to help

him as a friend, but that does not mean that you are friend goal setting for any professionals any business professionals any sales person set the goals now you think about it that goal setting is. So, universal whether you are a business professional anyway anybody else goal setting is very important goal setting is what you are trying to say you are starting from this particular point and you are trying to see all was the end point and when you are trying to see the end a end point you are trying to project the end point.

You are also trying to see in between steps, but in between steps you do not leave it, loose end it, you see what is the final outcome of it. So, goals you have to set a goal you know there are many experts or very successful business people they have raises from a very low level to a very rich million or billionaires because they could do it they have set their goals and I have a suggestion if you are setting a goal do not publicize it, do not have to because if you publicize it people will treat this as a daydreaming may be.

So, you are setting a goal that you will be an engineer just think about you are in class five or six when if you tell your friends I want to be an engineer then people will laugh at you and say you want to be an engineer because they do not trust you because they also cannot their goals, but if you think that you want to be an engineer then naturally what will happen is you be an engineer from class five onwards how should you study regular it.

You organize it who which books should you study you have to study the books of sciences mathematics you have to good in mathematics; that means, you since you thought that you will be an engineer class twelve onwards school onwards then you are setting the goal that I have to take a science stream, I have to be good at physics, chemistry and maths and I have to learn that well.

So, that I can appear for competitive examinations and not only that I have to qualify that for which have to read something more and all these you are additionally doing because you set your goal that you want to be an engineer and imagine that it was just the reverse you do not have any such goal whether you want to be a doctor lawyer politician engineer god knows what; that means, you are leaving in to the faith that as it comes where ever you succeed in your after school you lead to that life; that means, you do not have a goal this is generic general, but I will tell you for business people.

Setting a goal is the first the goal is the object that you visualize it, but there is one very interesting thing happens in the goal setting why people generally you know criticize goal setters saying dead rivers because they might have encountered or interact with people who are setting the world, but do not really know how to reach that goal that is why its day dreaming that will means you are thinking that you will become this.

But you do not know, how to go to reach that particular goal that revere, but I can tell you one thing goal setting if you have once you said the goal then first point is starting to set a goal from here and the goal is here physically, if I consider this is a time in the time frame this is where in the goal is in between there is a big lengths and you know every segments you have to tread and this segments that you have to trade you must know every segments. So, once you set the goal.

Then you start working out the entire in between steps and work it out then you will find the reaching a goal is very easy somebody wants to be a an artist painter in future, then naturally when they have set the person who has set the goal that I want to be an artist in future then naturally he has to look for a good drawing book a good color pencil a good brushes good paints and a good teacher who can teach that how to paint because his ultimate goal is to become an engineer sorry artist not an engineer. So, what happens is he look for this, but the person who is setting a goal for being engineer then he knows that no point wasting my time with a brushes and color because I want to be an engineer he need not maybe for his own you know satisfaction he may go to an art teacher learn painting no problem that is additional.

But to be an engineer he has to now see engineering objects any objects in the house which is reflecting engineering, he should be interested in that watch if necessary dismantle it and see how it works because the engineering sense he knows that he wants to be an engineers. So, engineering sense is inculcated every day. So, point is my suggestion is set a goal for business set a goal and if you set the goal not necessary that you will reach the goal not necessary, but there is a high probability that you will be reaching the goal because the goal reaching is a you know it is a matter of trading a path and the want to set the goal that the path also you are lying you are laying the path year by year day by day year by year you are laying the path.

So, you are walking further, going forward to the whole and you reach the goal this is where you know all this personal skills that you can soft skills that you have you know if you ask me to give in terms of mathematics really not because all these soft skills are so much socio psychological social psychological that it becomes very difficult to quantify them and you know quite often I have seen many of my friends many of my colleagues that their manifesting some soft skill not the they know that they have that soft skill it just comes out in situations it becomes all right.

Somebody who had been always a good natured and a very soft spoken persons suddenly he option to a you know volcanic interaction or discussions or abuses that is a negative of the soft skills; that means, he could not have the emotional management he just going to do that now you are analyze it if you find that the person who had been all in soft suddenly why he adopted like that maybe the situation has forced him, but look at him I love him to you know pacify for some time you see that the soft skill is soft spoken good nature person it is only a context and situation which has triggered his emotion went beyond that emotional management domain and he behaved such radically.

So, the point is the whole process of your business negotiations and marketing and all other in the in the life I had say all these soft skills not that we are going to learn one by one and understand it and take the positives of it. So, I conclude it today in my next set I will discuss further on this personal skills there are many more points and then I will go to other discuss social skills and you know an you know various skill creative skills such other thank you very much enjoy it give your feedback in the forum if it has been beneficial for you then please mark it send it had been beneficial.

If you need something more to learn if you beyond this see I would suggest one thing you follow the entire course for the twelve weeks and then you give me your input in terms of what more you want at this point if you say I need more you do not know maybe that things which you are looking for are coming in my forward courses forward other weeks. So, if up to which I have discussed if you have any queries any further clarifications please feel free to email through forum or even individually if you think that you are feeling shy it happens quite often I have found many of my students in the class they do not ask me questions even if the point has not been cleared his mind I want later on after the classes over came to me and said sir can you please clarify this I said

why did not you ask me in the class he says I felt shy I thought that the question very very trivial I felt that my friends will believe me that ok.

Such a simple things that you did not understand. So, people feel shy. So, speaking in the forum sometime I found the many of the truth questions are you have you do not want to expose yourself that you are asking that question in that case please use my personal e mail id shoot your mail there during the course during this week's courses or even after the courses over anytime, even in future ask whatever you want to know more on this is that fine. So, enjoy this one weeks course try to answer or respond to our assignment them we are going to give assignments are not going to be tough please attend the assignments through assignments I would have been an idea that how much the points that I have explained could be grass by the viewers you are listening to me and who are you know a polymer lecture.

And wait for all the twelve course weeks courses frame your questions we keep on listening your questions and you ask me this question when you think it is a right time and you must get clarifications if you need to have a clarification right in between please do not hesitate because I am very open to the questions and I never get you know disturbed by questions which I am not like does not matter because the questions are you know something which is disturbing you in your mind you want to know more or you want to you know give me some inputs where I can add more. So, please feel free enjoy this course and if you are enjoying this course definitely express and if there is any suggestions for improvement definitely express.

Thank you very much friends.