

# LECTURE 06

## INTRO TO MARKETING

### HUMAN RELATIONSHIP, COMMUNICATION, & NEGOTIATION

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# OUTLINE

- ➊ INTRODUCTION TO MARKETING
- ➋ INTRODUCTION TO HUMAN RELATION
- ➌ INTRODUCTION TO COMMUNICATION
- ➍ INTRODUCTION TO NEGOTIATION

source: General references [?, ?, ?, ?]

# GOALS OF LECTURE:



BEFORE WE START,

- **Theme:** communication & soft skills
- **Human Side:** important, but ... in traditional lecture → people skills
- **Marketing:** diversification & match values
- **OKC's Note:** be yourself, better everyday

# WHAT IS MARKETING? –VALUE–



- **What:** creating **relationship** by satisfying **customers** through **exchanging values**
- **Importance:** match dynamics of customer/ generate sales through time & location/ compete
- **How:**
  - **Segmentation:** locations, trails, gender, life study, generation
  - **Targets (DAMP):** how to **D**ifferentiate/**A**ccess/**M**easure size/**P**rofit segment
  - **Positions:** general, differentiated, niche

# MARKETING VS SALES

	Starting Point	Focus	Means	Ends
The Selling Concept	Factory	Products	Selling and Promoting	Profits through sales volume
The Marketing Concept	Target Market	Customer Needs	Coordinated Marketing	Profits through customer satisfaction

	<b>sales</b>	<b>marketing</b>
Goals	● revenue (tactic)	● position (strategic)
Focus	● individual/customer	● population/brand
Function	● convince purchasing	● identify needs
Protect	● brand's customers	● brand's reputation
Story	● inform company story	● bring story to life

# MARKETER AND VALUE CREATION

## ● Marketer's Roles:

- identify needs VS wants
- choose product/section needs to focus on
- create/ manage/ communicate/ follow products
- price & distribute products

## ● Value Creating:

- **Form Utility:** creating product → physical (house)
- **Place & Time Utility:** distributing & classifying → convenience or priority (1<sup>st</sup> class)
- **Procession Utility:** exchanging value → status (supercar, iPhone)
- **Information Utility:** embedding story or knowledge → accuracy (FinService)

# 4P + 3P IN MARKETING MIX



# FAILED CARS AND FAILED ADS





# WHAT IS HUMAN RELATIONSHIP?

*Ego, makes you lonely*

source: Pavan Choudary, –How A Good Person Can Really Win–

- **Definition:** **interaction** among people within an organization for the company's purpose
- **Mis-Concept:**
  - better human relationship → more efficient management
  - everyone is employee → treat them equally
  - conflict → bad relationship
- **Why importance:** **balancing** diversion **needed** among works, avoid personal conflict, human nature respected
- **Key:** professional, treat everyone **right**, **equal** opportunity, open perspective

# PERSPECTIVE



# QUICK GAME: HOW SHOULD I GREET YOU?



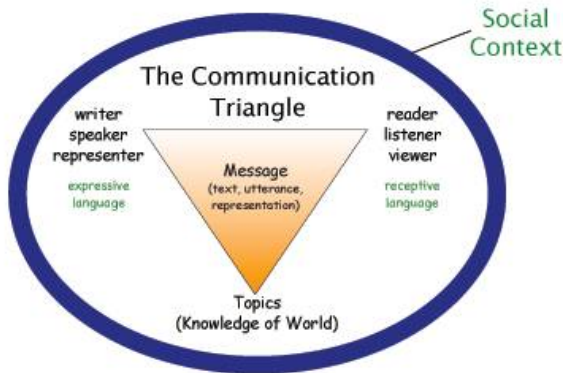
## SETUP

- **Rule** push-up your chair back, allow free movement
- **Goal:** Greet peoples as many as possible with a certain condition
- **Time:** 60 seconds
- **KPI:** How many people? How many way?

# BODY LANGUAGE: UNCONSCIOUS COMMUNICATION

- **1<sup>st</sup> impressions:** how to be like
- **Observation skills:** listen actively, be present
- **Gestures:** read and use gestures to your advantage
  - *Eyes:* keep your eyes open, look at other eyes
  - *Smile:* show friendliness, really smile (fake smile), relieve tension
  - *Rapport:* be as like the other
  - *Misc:* culture, gender, closeness
- **Reaction:** same method of greeting?, how initiate of greeting?

# TRIANGLE OF COMMUNICATION



source: <http://www.albany.edu/reading/EvenStart/literacyworkgroupattributes.htm>

# HOW TO IMPROVE YOUR COMMUNICATION

## BARRIERS OF EFFECTIVE COMMUNICATION

- **Audience:** «**NONE**»
- **Content:** jargon, not helpful info, **unwanted** advice
- **Self:** bias, ignore audience, boring

## HOW TO BE EFFECTIVE

- **Audience:** develop trust & respect, minimize stress
- **Content:** clarify & summary, use humor & example
- **Self:** active listening, beware emotion, empathy, encourage (smile), participation (non verbal, ask questions), be present

# NOTES ON HUMAN RELATIONSHIP

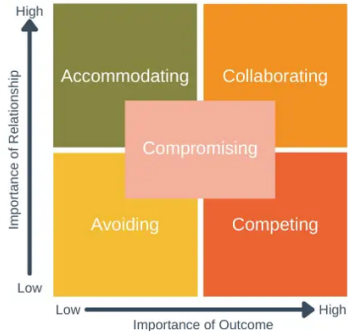
- **Self- Understand:** **aware** of your attitudes, opinions, style, and relationship
- **Other- Understand:** beneath the surface, understanding **feeling**.
- **Communication:** important of language & non-verbal communication; good listeners (20-120 second rules)
- **Team Building:** improve interpersonal, trust, set common goals, understand rules, solve problem

# GAME: BARGAINING APPLE

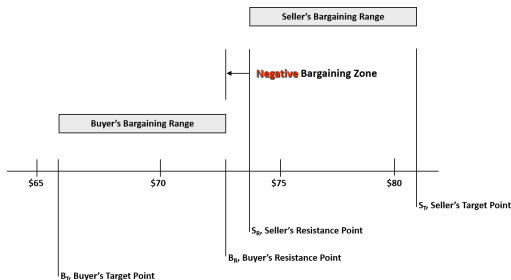
- **Two Groups:** equal buyers and sellers
  - **Buyers:** yellow targeted buying price ( $P_t$ ) & yellow paper
  - **Sellers:** blue targeted selling price ( $P_t$ ) & white paper
- **Price Range:** \$65, 70, 75, and 80
- **Rules**
  - Without reveal card, pair with other party & negotiate integer agreed price ( $P_a$ )
  - Verify transaction at table
  - If  $P_a \geq P_t$ , record profit as  $P_a - P_t$
  - If  $P_a < P_t$ , record lost
- REPEAT



# NATURE AND NEGOTIATION PROCESS



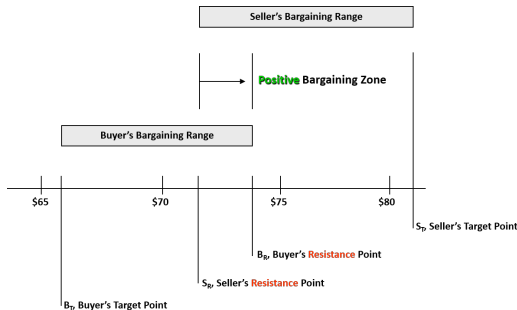
# DISTRIBUTIVE NEGOTIATION



## CHARACTERISTICS

- **Nature:** Competitive, Win-Lose → conflict
- **Assumption** Zero-Sum (Fixed Pie)
- **Mentality:** buy at lowest as possible, sell at highest
- **Consequence** Long term relationship not important
- **Communication:** withheld & selective; emphasizing on difference
- **Interests:** **claim value** during negotiation
- **Example:** car purchasing

# INTEGRATIVE NEGOTIATION



## CHARACTERISTICS

- **Nature:** cooperative, Win-Win → relationship
- **Assumption** expand possibilities & reward
- **Mentality:** buyer and sell work together
- **Consequence** long term mutually benefit is important
- **Communication:** open & constructive; find common ground
- **Interests:** create value in negotiation
- **Example:** job interview

# IMPROVE YOUR NEGOTIATION

- **Before Negotiation:** know your alternative, interest, outcome?
- **Other- Start:** build relationship, not accept 1<sup>st</sup> offer, ask questions, no negative comment nor personal attack
- **Self- Start:** pace negotiation, make 1<sup>st</sup> extreme offer + reason, exclude TOP executive at start
- **During Negotiation:** hint your alternative, concede slowly in small step (e.g., postpone claimed no authority)
- **If success:** don't be happy, you won't win next time → *Accommodating*
- **Technique:** silence, use break, always have **exit strategy** or recourse
- **Note:** don't take personally, talk about long term