

Marketing Essentials



Chapter 10

interpersonal skills

Section 10.1 Personal Interactions

Section 10.2 Leadership and Teamwork

Personal Interactions



Before You Read

CONNECT Describe how your interpersonal skills have helped you form relationships.

OBJECTIVES

- **Identify** the personal traits necessary for ethical action in the workplace.
- **List** important interpersonal skills.
- **Perform** effectively in diverse environments.
- **Manage** conflicts by using appropriate negotiation skills.

THE MAIN IDEA

Self-development and interpersonal skills are essential to handling work situations effectively among diverse people.

VOCABULARY

- self-esteem
- initiative
- time management
- assertiveness
- flexibility
- ethics
- equity
- negotiation
- empathy

Personal Interactions

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Personality Traits

Friendliness Courtesy Tact			

Personal Interactions

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Personality Traits

Friendliness Courtesy Tact	Self-esteem Self-awareness	Positive attitude Initiative	Responsibility Self-control Creativity
Time management Stress management	Assertiveness Flexibility	Honesty Respect	Fairness Equity

Building Good Relationships

Self-Esteem
and Self-
Awareness



self-esteem

How you perceive your worth or value as a person.

Personal Interactions

Building Good Relationships

**Self-Esteem
and Self-
Awareness**

**Positive
Attitude**

Building Good Relationships

**Self-Esteem
and Self-
Awareness**

**Positive
Attitude**

**Initiative and
Responsibility**



initiative

Taking action and doing what needs to be done without being asked.

Building Good Relationships

**Self-Esteem
and Self-
Awareness**

**Positive
Attitude**

**Initiative and
Responsibility**

Self-Control



Four empty rounded rectangular boxes arranged horizontally, intended for notes or additional information related to the building blocks of good relationships.

Personal Interactions

Building Good Relationships

**Self-Esteem
and Self-
Awareness**

**Positive
Attitude**

**Initiative and
Responsibility**

Self-Control

Creativity

Four empty rounded rectangular boxes with red borders, arranged in a single row, intended for taking notes or additional information.

Building Good Relationships

**Self-Esteem
and Self-
Awareness**

**Positive
Attitude**

**Initiative and
Responsibility**

Self-Control

Creativity

**Time
Management**



time management

Budgeting your time to accomplish tasks on a certain schedule.

Building Good Relationships

**Self-Esteem
and Self-
Awareness**

**Positive
Attitude**

**Initiative and
Responsibility**

Self-Control

Creativity

**Time
Management**

**Stress
Management**

Building Good Relationships

**Self-Esteem
and Self-
Awareness**

**Positive
Attitude**

**Initiative and
Responsibility**

Self-Control

Creativity

**Time
Management**

**Stress
Management**

Assertiveness



assertiveness

Acting in a bold or self-confident manner.

Building Good Relationships

**Self-Esteem
and Self-
Awareness**

**Positive
Attitude**

**Initiative and
Responsibility**

Self-Control

Creativity

**Time
Management**

**Stress
Management**

Assertiveness

**Fairness and
Equity**



equity

Equal rights and opportunities for everyone.

Personal Interactions

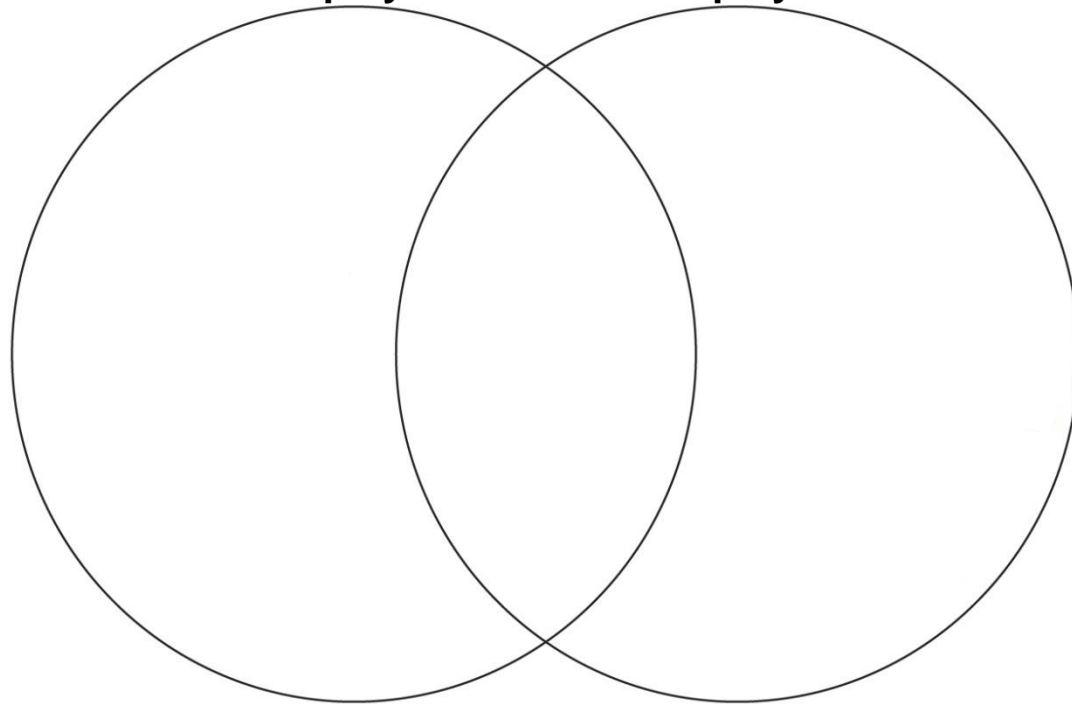
Building Good Relationships

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Desirable Traits of Employers and Employees

Employers

Employees

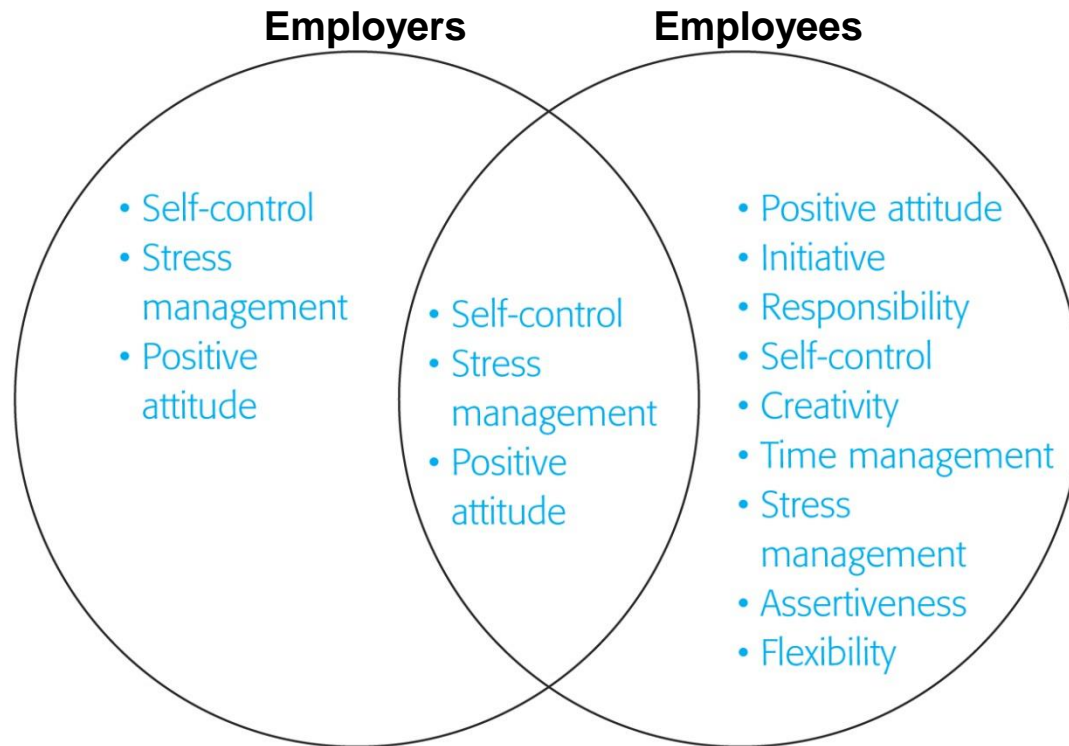


Personal Interactions

Building Good Relationships

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Desirable Traits of Employers and Employees



Ethics in the 21st Century Workplace

What are ethics?

Honesty

Integrity

Fairness
and Equity



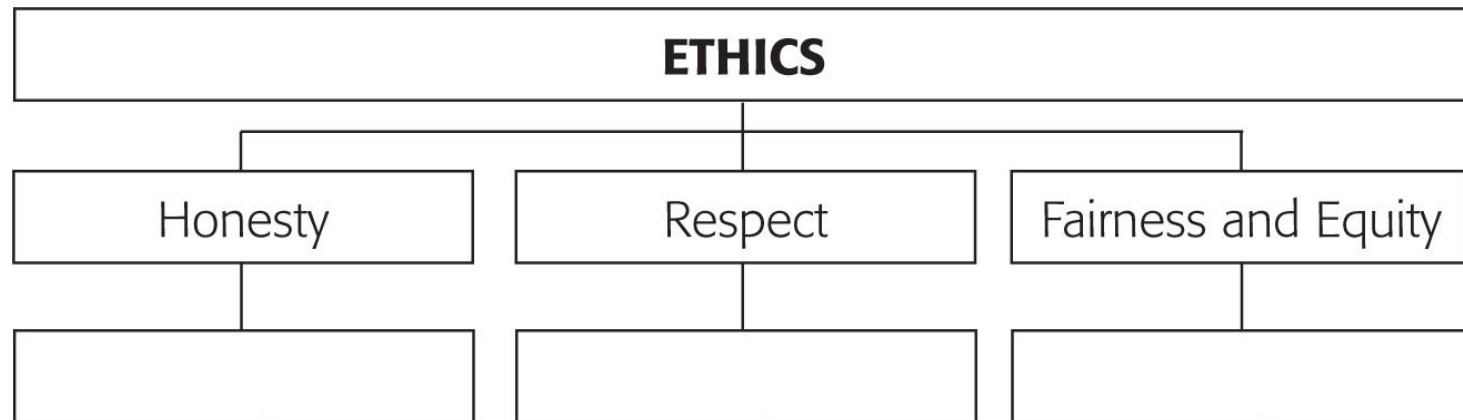
ethics

Guidelines for good behavior; the basic values and moral principles that guide the behavior of individuals and groups.

Ethics in the 21st Century Workplace

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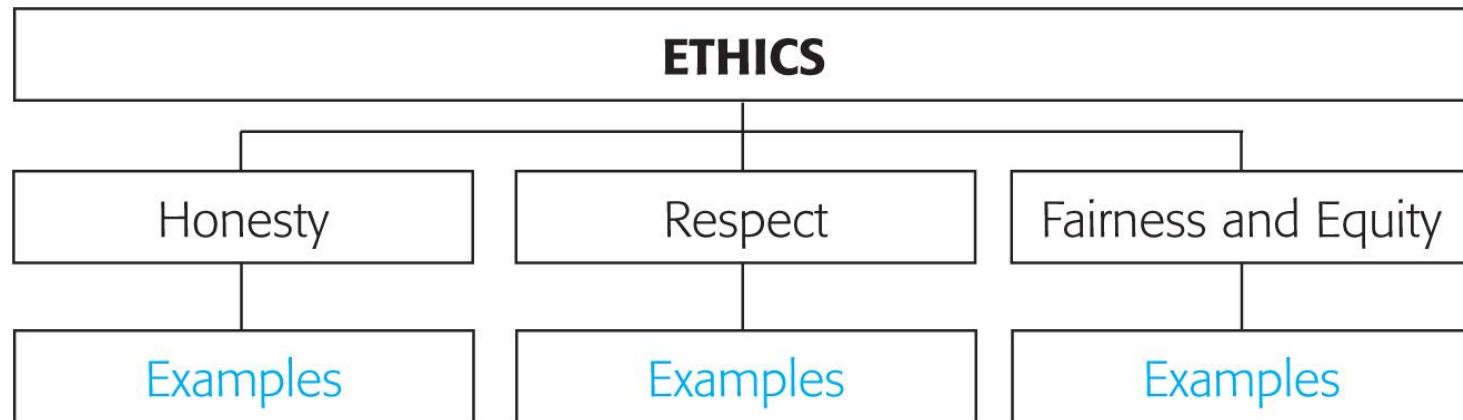
Examples of Ethical Behavior



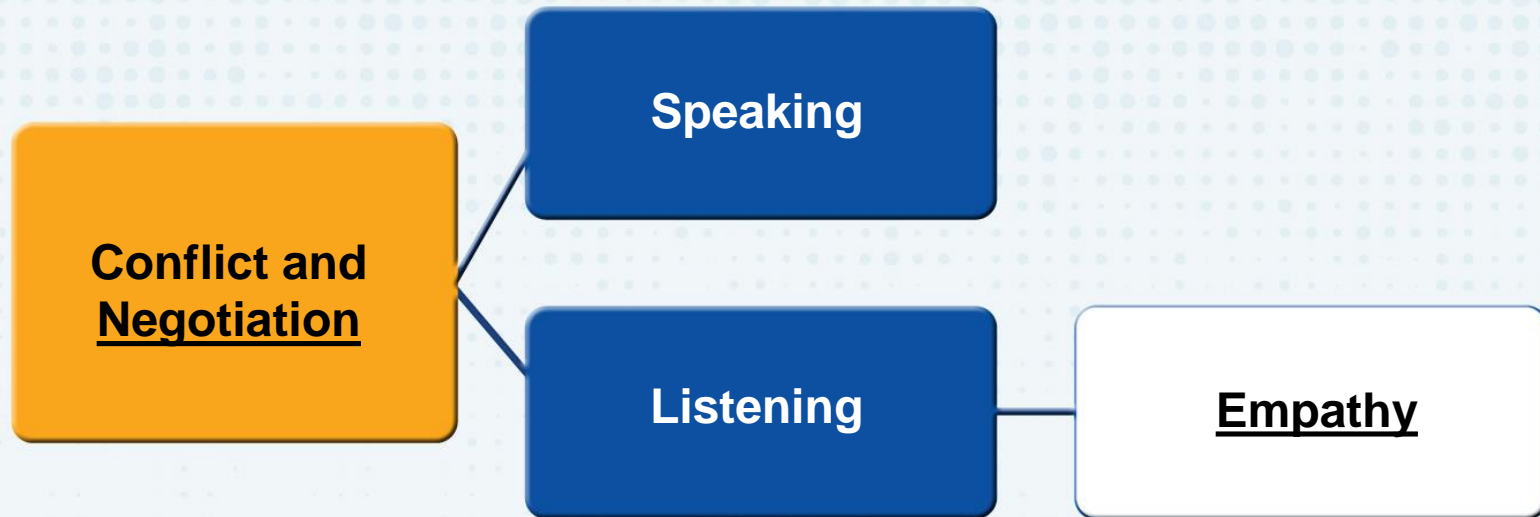
Ethics in the 21st Century Workplace

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Examples of Ethical Behavior



Managing Conflict



negotiation

The process of working with parties in conflict to find a resolution.



empathy

An understanding of a person's situation or frame of mind.

Managing Conflict

Techniques for Negotiating Conflict Resolution

- 1 Show respect.
- 2 Recognize and define the problem.
- 3 Seek a variety of solutions.
- 4 Collaborate.
- 5 Be reliable.
- 6 Preserve the relationship.

Managing Conflict

Graphic Organizer

Negative and Positive Statements

Negative Statement	Positive Statement
<p>You really messed up the order.</p> <p>I can't believe you couldn't answer the customer's questions.</p> <p>That was a really stupid thing to do.</p>	

Managing Conflict

Graphic Organizer

Negative and Positive Statements

Negative Statement	Positive Statement
You really messed up the order.	Going forward, let's double check orders before sending them.
I can't believe you couldn't answer the customer's questions.	Take some time to familiarize yourself with the products so in the future you can answer customer's questions.
That was a really stupid thing to do.	Please take time to think through what you do before you do it to make sure there are no negative consequences.

Personal Interactions



After You Read

Section 10.1

1. **Compare and contrast** assertiveness and flexibility as positive character traits.

Assertiveness is standing up for what you believe. You can be assertive without being pushy or aggressive. People will respect you for being true to what you believe. It is important in the workplace to stand up for what you believe and to be ready to act on it. Flexibility allows you to adapt to changing circumstances. Flexibility is necessary in the workplace because things are always changing.

Personal Interactions



After You Read

Section 10.1

2. **Describe** four ways to apply ethical behavior in the workplace.

Ethical behavior can be applied in the workplace through (1) honesty, which includes telling the truth, maintaining confidentiality, and not spreading gossip; (2) respect, which includes treating customers and coworkers with courtesy and tact; (3) fairness, which means treating everyone the same way; and (4) equity, which means that everyone has equal rights and opportunities.

Personal Interactions



After You Read

Section 10.1

3. **Connect** the use of good communication skills to the process of negotiation.

Negotiation, the process of working together with parties in conflict to find a resolution, involves the basic communication skills of speaking and listening. Speaking allows the parties to define the problem clearly and listening shows that the parties are interested and want to understand what is being said. Both of these skills are essential to the negotiation process.

Leadership and Teamwork



Before You Read

CONNECT When have you benefited from working on team rather than by yourself?

OBJECTIVES

- **Discuss** how to receive and handle customer complaints.
- **Identify** skills needed to be a good team member and provide leadership.
- **List** six aspects of successful teamwork.

THE MAIN IDEA

Team member skills will help your team achieve its goals.

VOCABULARY

- teamwork
- cross-training
- consensus
- agreement

Leadership and Teamwork

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Six Aspects of Successful Teamwork

Training

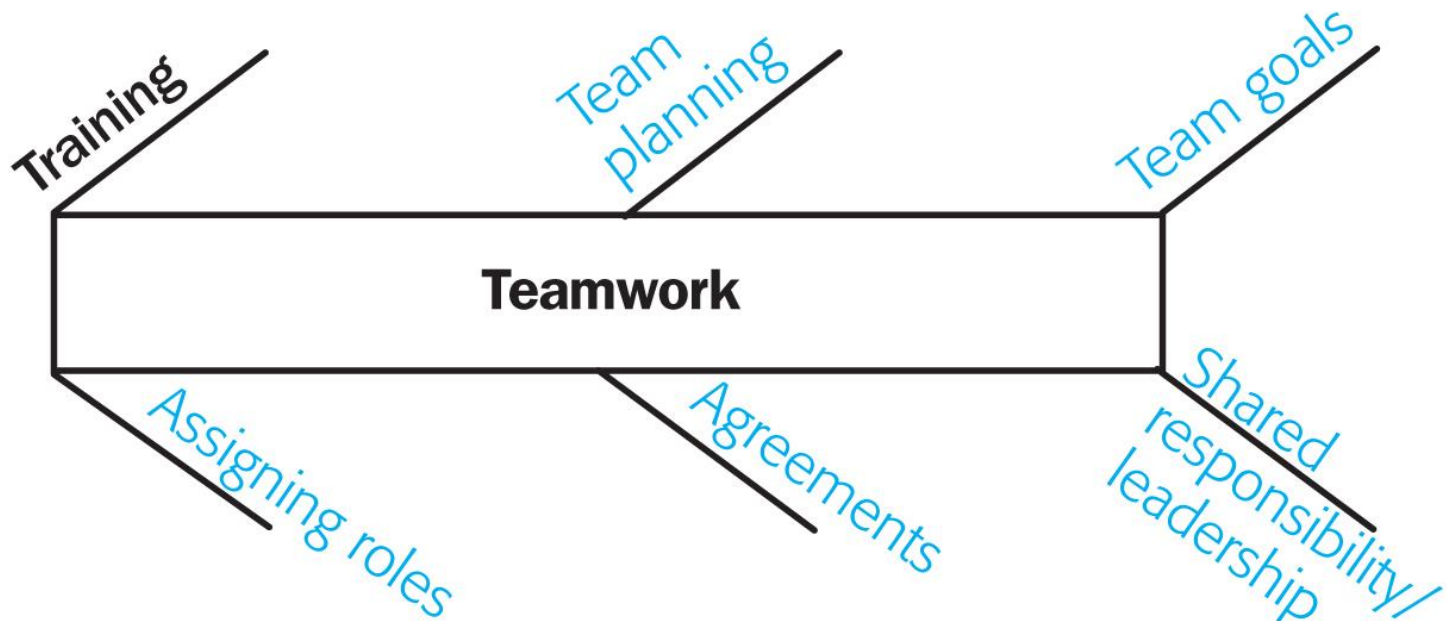


Teamwork

Leadership and Teamwork

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Six Aspects of Successful Teamwork



Interpersonal Skills in Marketing

Addressing Customers' Concerns: Situations You Should Know How to Handle

Requests and Questions

Directions

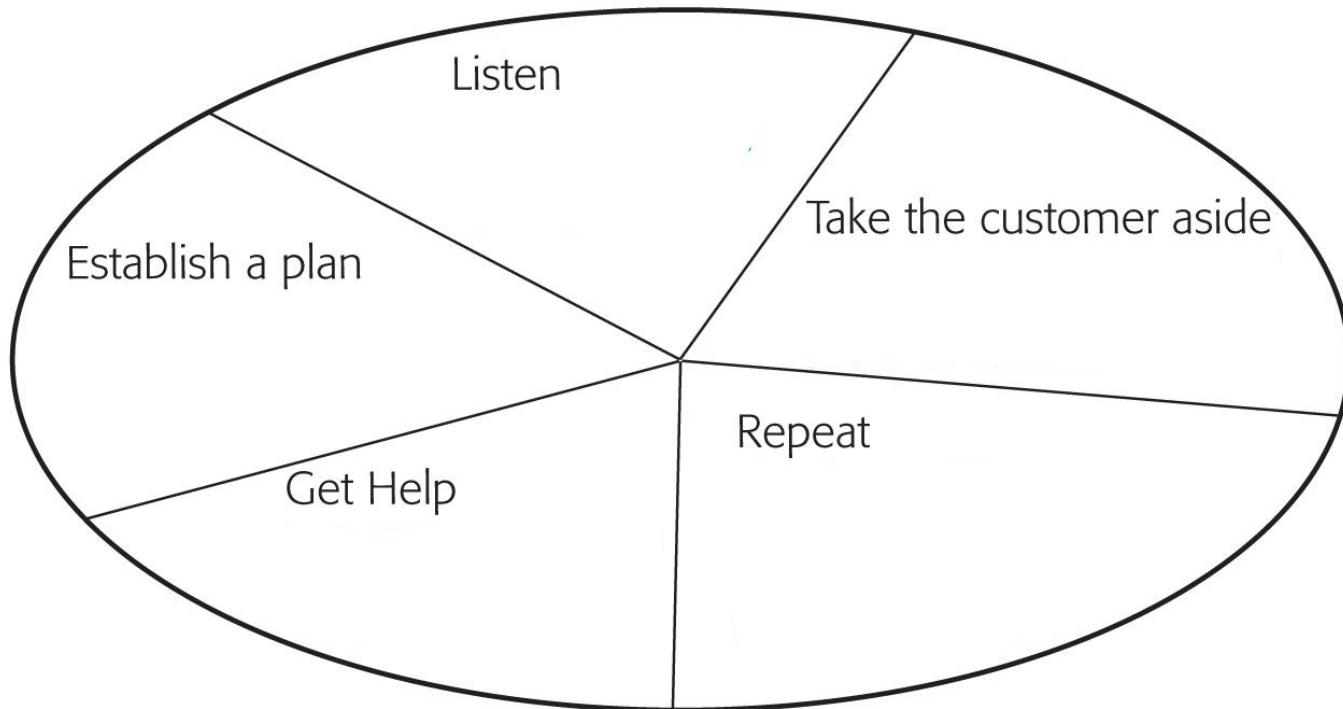
Management's Role

Business Policies

Interpersonal Skills in Marketing

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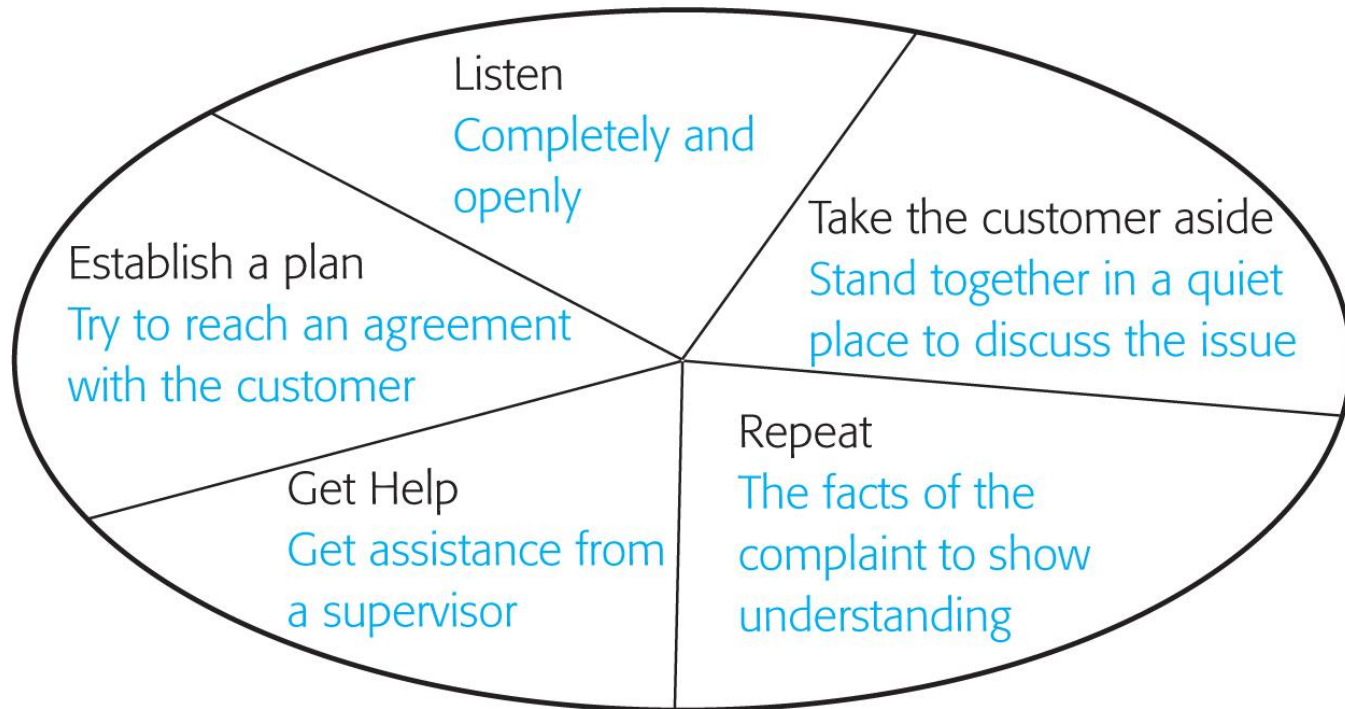
Addressing Customers' Complaints



Interpersonal Skills in Marketing

Graphic Organizer

Addressing Customers' Complaints



Teamwork

Six Aspects of Teamwork



teamwork

Work done by a group of people to achieve a common goal.

Teamwork

Aspects of Teamwork

Training, Cross-training



cross-training

Preparing to do many different activities, such as for tasks on a team.

Teamwork

Aspects of Teamwork

Training, Cross-training

Team Planning

Teamwork

Aspects of Teamwork

Training, Cross-training

Team Planning

Team Goals, Consensus



consensus

A decision about which all members of a team approve.

Teamwork

Aspects of Teamwork

Training, Cross-training

Team Planning

Team Goals, Consensus

Assigning Roles

Teamwork

Aspects of Teamwork

Training, Cross-training

Team Planning

Team Goals, Consensus

Assigning Roles

Agreements



agreement

A specific commitment that each member of a team makes to the group.

Teamwork

Aspects of Teamwork

Training, Cross-training

Team Planning

Team Goals, Consensus

Assigning Roles

Agreements

**Shared Responsibility and Shared
Leadership**

Leadership and Teamwork

Leadership

Attributes of a Good Leader

Self-Confidence

Willingness to Take Initiative

Problem-Solving Skills

Social Judgment Skills

Communication Skills

Understanding People and Social Systems

Ability to Motivate People

Conflict-Resolution Skills

Leadership and Teamwork

Leadership

What Makes a Good Team Member?

Make the team's goals a top priority.

Listen actively and offer suggestions.

Build positive group dynamics with team members.

Communicate with team members.

Follow up on assignments.

Work to resolve conflicts among team members.

Try to inspire others to get involved.

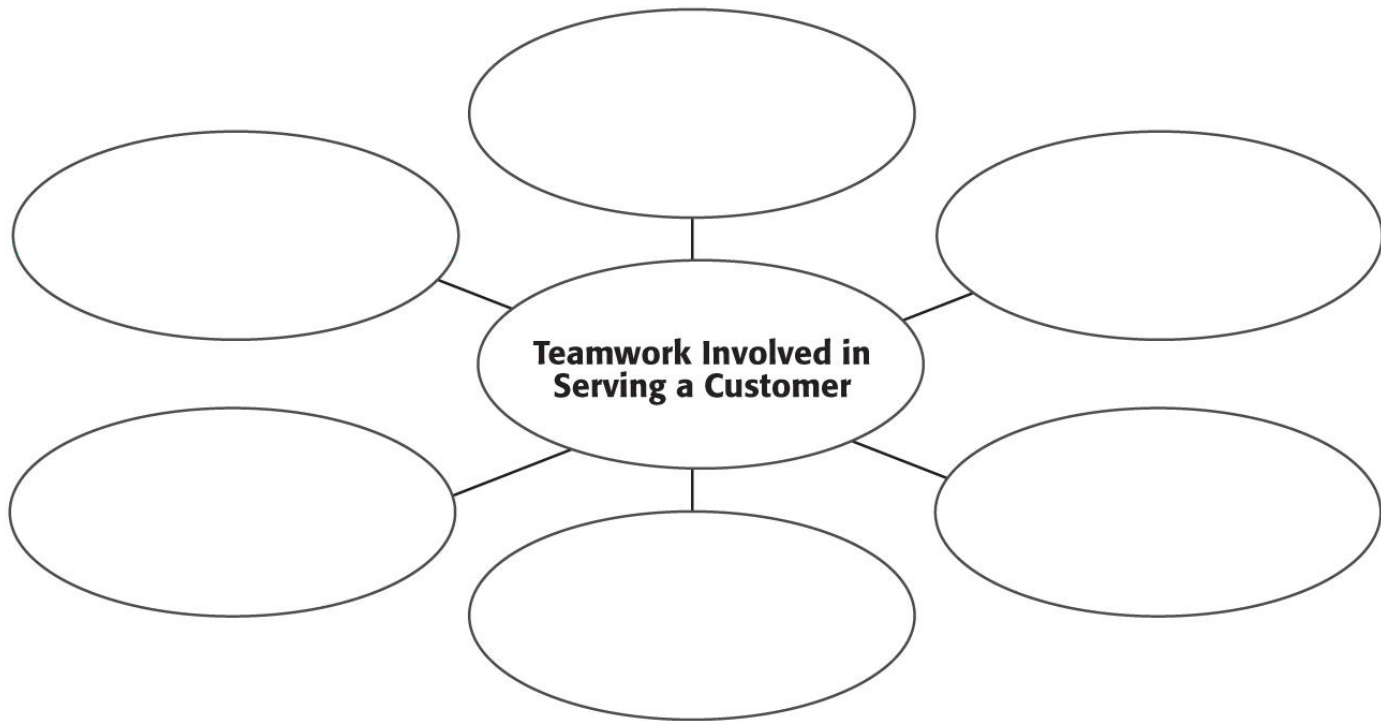
Think creatively and present your ideas with enthusiasm.

Leadership and Teamwork

Leadership

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Teamwork

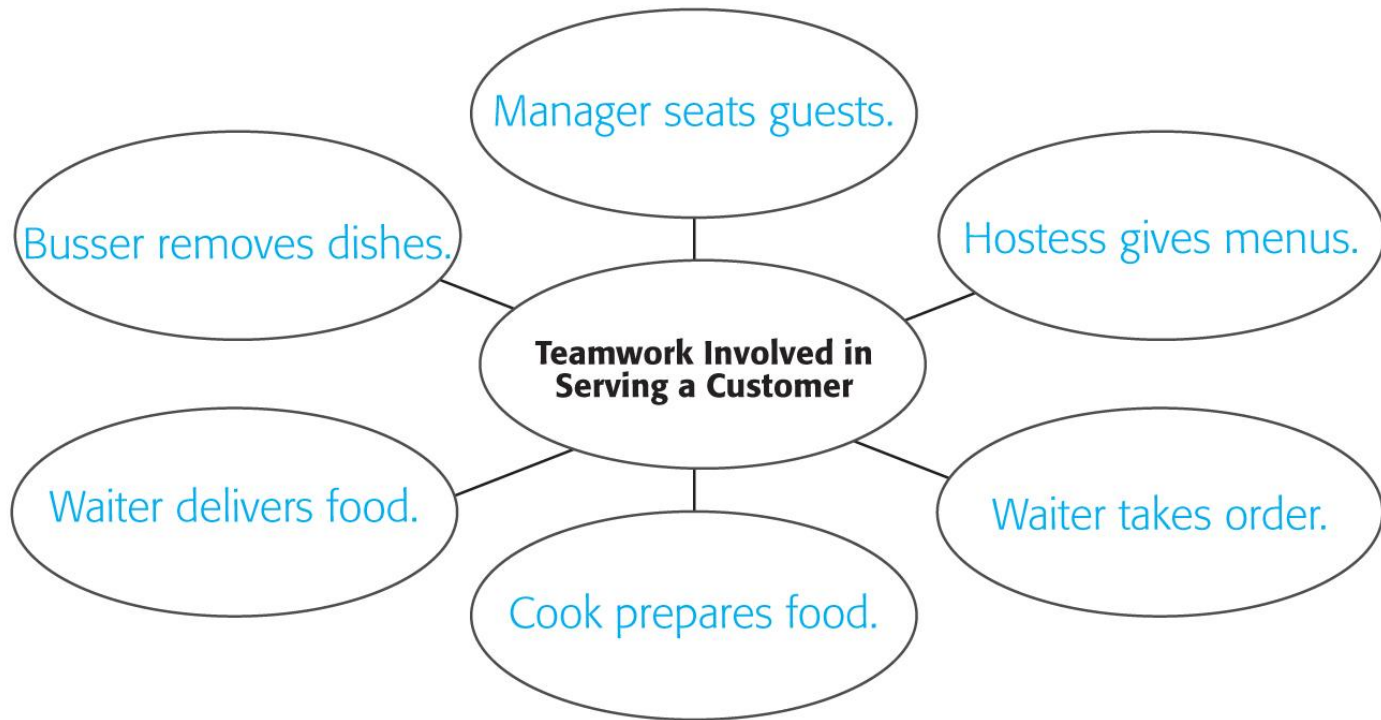


Leadership and Teamwork

Leadership

Graphic
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Teamwork



Leadership and Teamwork



After You Read

Section 10.2

1. **Define** teamwork and explain how it applies to the business world.

Teamwork is done by a group of people who work together to achieve a common goal. It is becoming increasingly important in the business world as more businesses move to horizontally integrated organizations.

Leadership and Teamwork



After You Read

Section 10.2

2. **List** the personal strengths and interpersonal skills required of a good leader.

Personal strengths and interpersonal skills needed by a good leader include self-confidence, initiative, creativity, the ability to motivate team members, conflict-resolution skills, problem solving, social judgment, and communication skills.

Leadership and Teamwork



After You Read

Section 10.2

3. **Identify** personal traits and interpersonal skills that make a person a good team member.

Personal traits and interpersonal skills required by a good team member include: making the team's goals top priority, listening, building positive group dynamics, communicating, following up, working to resolve conflicts, respecting team members, and trying to inspire others to become involved.

Marketing Essentials



End of **Chapter 10** interpersonal skills

Section 10.1 Personal Interactions

Section 10.2 Leadership and Teamwork