

# Marketing: personal sale



Critical Reflection In work and in society, people encounter different challenges. Situations arise everyday that call for understanding at different levels. Certain routines, procedures and transactions at the workplace necessitate a thorough understanding of concepts, techniques and skills relating to the job. This is termed as “ technical intelligence”. It refers to technical skills required for execution of a particular job. Additionally, workplace and social situations also involve interpersonal skills since any environment calls for the ability to get along with people. This is often termed as emotional intelligence. Both need to co-exist if meaningful work needs to be done. Let us discuss each of them in greater detail. “ Technical intelligence” typically refers to the ability to understand concepts and ideas related to the particular task. It can also be termed as expertise. Expertise is typically achieved through on-the-job training, reading technical manuals and listening to experts in the field. Experience is one of the best teachers. As skill sets are honed, technical intelligence levels also rise. This is usually an individual skill. It can be taught by someone and a sincere person can also absorb and learn several aspects of this skill. Examples of technical intelligence could be in fields as diverse as manufacturing, retailing, sales, consulting or advertising. For instance, expertise in sales would require an understanding of the product, the distribution channels and the work flow process in the order to cash cycle. Technical intelligence in manufacturing would entail an understanding of the assembly lines, the working features and technical specifications of the machinery. The second and equally important aspect to the work environment is developing good working relationships. This cannot be established overnight. It is not taught in the classrooms. Yet, it is fundamental to ensure that work happens smoothly.

Developing this skill set entails behavioral changes and adjustments. Emotional intelligence is not about being ‘ nice’ to people. It calls for a greater level of understanding and maturity to confront people when necessary so that controversial issues can be addressed and execution of tasks and responsibilities can proceed smoothly. Emotional intelligence also implies that feelings are managed constructively. In an appropriate setting, opinions and constructive criticisms need to be aired with just the right level of sensitivity and understanding. Can just “ technical intelligence” exist by itself without “ emotional intelligence”? The question merits thought. If only expertise were to carry the world forward, then how would people from different backgrounds come together in an organizational setting and work together? Obviously emotional intelligence is equally important. People do not live in vacuum and work like automatons. They need to interact with others, have higher levels of self-esteem and develop confidence. Only then, firms and industries can march forward with the progress of civilization. Man is a social animal. He cannot be quarantined and made to do his work in isolation. Humans need to develop diverse skill sets; they also need to develop interpersonal skills that equip them to face challenges at the workplace and in society. Hence we can moderate our argument saying that both technical and emotional intelligence are equally necessary for success at work and in life. Society does exert its pressures to develop both hierarchies of intelligence in an equally effective manner. Considering a holistic perspective, it has been observed that emotional intelligence helps develop positive work attitudes which lead to better organizational outcomes (Carmeli, 2003). Technical intelligence is a pre-requisite for routine, day-to-day transactions at the workplace. Greater awareness of these concepts and

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putting them to practice would help people to achieve their goals in life.

Works Cited Carmeli, Abraham. " The relationship between emotional intelligence and work attitudes, behavior and outcomes. An examination among senior managers." *Journal of Managerial Psychology* 18. 8 (2003): 788-813. Print.