

Chapter 10 Interpersonal Skills

Section 10.2 Leadership and Teamwork

Section Outline with Content and Academic Vocabulary

Section Outline

Interpersonal Skills in Marketing

Addressing Customers' Concerns

Addressing Customers' Complaints

Teamwork

Training

Team Planning

Team Goals

Assigning Roles

Agreements

Shared Responsibility and Shared Leadership

Feedback

Leadership Skills

Being a Valuable Team Member

Content Vocabulary

teamwork Work done by a group of people to achieve a common goal. (p. 243)

cross-training Preparing to do many different activities, such as for tasks on a team. (p. 243)

consensus A decision about which all members of a team approve. (p. 243)

agreement A specific commitment that each member of a team makes to the group. (p. 243)

Academic Vocabulary

achieve To gain with effort. (p. 245)

conflict A disagreement or argument about something important. (p. 245)