

**AN ANALYTICAL STUDY OF THE RELATIONSHIP  
BETWEEN SALES PERFORMANCE WITH PARAMETER  
OF EMOTIONAL INTELLIGENCE**

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**Abstract:**

Indian pharmaceutical industry is expected to be of US \$ 55 billion by the year 2015. India is fourth largest manufacturer of drugs by volume & thirteenth largest by value in the global market. There are about 20 thousand medical representatives in the country promoting products to 10 million doctors. (CII-GMP Summit Series-I 2005.) With the intense competition among 70 thousand different brands from different companies medical representatives are always under stress and high pressure from marketers to achieve their sales target. Medical representative are rewarded with incentives along with salary based on monthly and annual target.

All pharmaceutical marketers spend a substantial amount of time and money on training and compensation. If management wants their representative to be of more productive and giving higher returns by generating more sales one parameter of judging them could be their EMOTIONAL INTELLIGENCE. Defined as “ A type of social intelligence that involves the ability to monitor one’s own & other’s emotions, to discriminate among them & to use the information to guide one’s thinking & actions”

Emotional intelligence is the ability to identify and manage your own emotions and the emotions of others. Emotional intelligence had gained popularity, especially in examining emotional intelligence & its relationship with sales performance. When it comes to success & happiness in life emotional intelligence matters just as much intellectual ability. Management of pharmaceutical marketing organizations can test sales representative & predict sales performance

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successes by emotional intelligence score the pharmaceutical companies could be more successful in generating sales.

Emotional intelligence test or Intelligent quotient test are sort of psychological tool which can be used by Medical representative. It creates positive impact on human mind. Though it can not be said as exact tool but it is inert parameter for the customers. Training in emotional intelligence offers a means for developing the communication & interpersonal skills needed by salespeople to develop & improve relationship with customers.

### **Objectives:**

- 1) To find the relationship between emotional intelligence & sales performance
- 2) To establish the structure & its depth with sales performance
- 3) To study emotional intelligence & its impact in medical sales
- 4) To study the other aspects on sales performance as compared to emotional intelligence

### **Hypothesis:**

- 1) Medical representatives sales performance is strongly connected with the training and training contents provided by his company
- 2) Along with other sales training tools & techniques emotional intelligence test could be added as one of the important training tool
- 3) Medical representatives emotional intelligence has strong connection in pharmaceutical selling as they are in a missionary sale business
- 4) If emotional quotient of an representative is higher it will result into his sales performance positively

### **Research Methodology:**

A descriptive & analytical study was made by using group interview & personal interview method of data collection & field therapy /training managers of pharmaceutical companies were interviewed

Research Method- group interview/Personal Interview

Sample Size – 10

Sampling Technique – deliberate sampling

Research Technique - Field therapy or training managers have been interviewed

Tool for data Collection- Open ended questionnaire

### **Limitations:**

- Compared with overall Indian pharmaceutical sales market the number of respondents surveyed & interviewed were too small therefore the opinions expressed by respondents may not hold true to the entire pharmaceutical market
- It is financially not feasible for researcher to conduct interview of large number of companies
- Respondents opinion expressed might be biased

### **Findings:**

- 70% of respondents were in favor of including emotional quotient test in pharmaceutical sales training
- 70% of respondents said that those who will receive emotional intelligence test will result into increase in their sales
- 80% of respondents were of the opinion that emotional intelligence of a medical representative is strongly connected with sales performance
- Emotional intelligence and its impact are studied in foreign market at large scales & its positive results are coming up gradually.

### **Conclusion:**

Sales performance of a medical representative is having effect of many external (uncontrollable) & internal (controllable) factors. His sales performance could grow up sizably if he is receiving rigorous training in the beginning which is having all quality

contents viz. product knowledge, detailing, communication skill, territory knowledge etc. A medical representative is doing job of a missionary salesman where relationship with customers matters a lot. In such type of sales getting trained for building interpersonal relationship test which include ones emotional quotient count are very important tool. Hence the medical representative should get basic and advanced training to increase their emotional quotient during their sales training program.

Emotional intelligence can give wink effect in sales promotion. It can wipe of other sales promotion techniques. It is a windy approach for marketing and sales promotion activities.

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