
To study the level of satisfaction of sales Personnel in Pharmaceutical industry in Rajasthan

Dr Anju Agnihotri

Associate Professor, G.D. College, Alwar

dr.anjuagnihotri456@gmail.com

Sales are one of the most crucial functions of an organisation .It is the principal and often, the only revenue generating function in organisation.Sales personnel means, with respect to any person, any employee, representative agent or distributor . Contractually engaged to sell products on behalf of the person.

Employee satisfaction is a broad term used by the HR industry to describe how satisfied or content employee are with elements like their jobs, their employee experience, and the organization they work for .Employee satisfaction in one key matric that can help determine overall health of an organization.

Satisfaction is a pleasant or positive emotion feeling or state of mind .Satisfaction is when a desire or need is fulfilled .Satisfaction is when a person has nothing to complain about and when they achieve a difficult goal.

It is a personal perception and experience of positive and negative emotional responses and global specific cognitive evaluations of satisfaction with life. Life satisfaction has been defined as a person's cognitive and affective evaluation of his or her life. [Diener et al 2002]

Sales personnel involved in pharmaceutical industries required immediate attention due to its unprecedented growth in India. Indian pharma industry has been playing a key role in promoting and sustaining development in the field of medicine. The study is mainly focused on the sales personnel's aspects of Rajasthan.

In Pharmaceutical marketing nothing happens, until somebody sells something and nothing is sold as long as the buyers are not motivated. And the motivation is quite difficult, if the forces managing the sales are not up to the mark and do not play a manifestly meaning role .It cannot be refuted that the main goal of all marketing efforts is to increase sales by offering need satisfaction. And this task is undertaken by the personnel selling.

The present research problem focuses on the role of sales forces in the development and sustenance of pharmaceutical industry in changing the business. Recruiting suitable sales personnel and develop them by training is not enough to keep up the efficiency. The sales force should be maintained in satisfactorily and unsatisfactory conditions.

According to Ricks, James Early study presupposes an interview.Communication process approach to research on sales effectiveness. Because sales people not only act upon customers, but interact with them ,this approach should be preferable. Additional attention to the communication, interactive traits and skill promises added finding for marketing science in areas, such as negotiation closing procedures and bargaining specially recruiting.

Review literature.

Man ,machine and maintenance and marketing are the important pillars of the internal management of a organization of the management of satisfaction of people working in the organization, hence medicines are sold on participations of sales personnels. So the pharmaceutical companies have to keep continuous and constant contact with their sales personnels by their management.

According to Harmon, Harry Alan despite the vast number of empirical findings that have clearly established the value of feed back from sales managers to sales people has on sales performance ,this was the first research to consider the relationship from the sales manager's perspective.

Mc Kay ,Sandra, Edwards hold that performance appraisal is a crucial function of sales managers. Often,Performance appraisal information used as a basis for decisions relating to pay, promotion and termination. Such decisions can have a substantial impact on the motivation satisfaction and productivity of members of the sales force. Despite its importance little research has investigated the way of in which decisions concerning salesperson performance are made.

Taneja and Arora (2007) have thrown ample light on the pharmaceutical marketing environment in which is perhaps the most challenging one in Indian industrial scenario today. In a fiercely competitive pharmaceutical market that is flooded with products, the competition is no longer between products and strategies. The competition is between the talent of one company and that of other. It is the quality of sales force that determines success in the market place.

Some time role conflicts occurs for sales personnel in the organization due to miscommunication and overlapping of the rolls personnel. The conflict also occurs due to the expectations of different groups- There are three such conflicts for sales persons.

1-Conflict of identification arises out multi-group membership of sales person .As the sales works with the customer, it is reasonable to expect identification of Customers rather than the company.

2- Advocacy conflict arises when the sales person identifies with the customer and he seeks the aid for the customer by advocating the customer's position to the other groups.

3-Conflict inherent in dual role of sales person as an advocates for both customer and company and also as the sales person's pecuniary interest as an enterpreneur. (Boldsee, J.A. (1986)

The main Challenges of sales personnel Companies in India is

1- large turnover

2-Migration

3- flow within the industry and outside the industries.

Effective sales personnel involving job-satisfaction motivation and moral results in reduction in Employee turnover.

Research Methodology -the sample of the study was taken from the four pharmaceutical Companies of Rajasthan selection of the units for the study was on the sampling basis. The selection of the units was done in such a manner that it covers all the major aspects of Pharmaceutical industry. Selection Companies

1. Torrent Ltd

2. Pfizer Pharmacy

3. IPCA Laboratory Limited.

4. J.B. Chemicals and Laboratories Limited.

Total 80 personnels were taken for the study Equal number of respondents were each in sample unit .The following table shows the number of sales personel selected for the study.

No	Name of units (companies)	No of personnel
1	Torrent ltd	20
2	Pfizer pharmacy ltd	20
3	IPCA Laboratory ltd	20
4	J.B. chemicals ltd	20
	Total	80

Hypothesis - The sales personel is not satisfied in Pharmaceutical industries in Rajasthan.

The hypothesis is formulated on the assumption that lot of Sales Personnels are not satisfied with the Company's policies as they had to spend most of the time in the field to promoting the products of the companies.

Tools and techniques employed in collection –

- 1- Interview
- 2- Case study
- 3- Check lists

FINDINGS

RESULTS TABLE NO I

Sales personnel satisfaction with the present job

No	Sample units	Satisfied yes%	Unsatisfied no%	Total
1	Pfizer	80%. 16	20%. 4	20 100%
2	Torrent ltd	70%. 14	30%. 6	20 100%
3	IPCA ltd	65%. 13	35%. 7	20 100%
4	J.B. chemicals	55%. 11	45%. 9	20 100%

If we look at the findings in sample units,we can see that highest satisfaction with the job was observed for Pfizer Ltd (80%) and thencomes Torrent Ltd (70%), IPCA Ltd (65%) .The sales personnels from J.B-Chemicals. Ltd was (55%) satisfied with their job.

Table No 1. explains satisfaction level of the sales personnels with these job in all four different units. The sales personnels of Pfizer Ltd are make satisfied with their job in comparison of three other companies. Sales personnels of J.B. Chemical ltd were least satisfied.

Table II

Sales personnel satisfaction with the remuneration

No	Sample units	Yes	N%	No.	N%	Total
1	Pfizer Ltd	12.	60%	8.	60%	20. 100%
2	Torrent	11.	55%	9.	45%	20. 100%
3	IPCA	9.	45%	11.	55%	20. 100%
4	J.B. CHEMICALS ltd	8.	40%	12.	60%	20. 100%
	Total					80

Remuneration and fringe benefits are the crucial factors for the satisfaction of employees in any company. The different pharmaceutical companies devise different methods of remuneration and fringe benefits of their sales force.

Table II shows the sales personnel's satisfaction with remuneration and fringe benefits which they got from the company. It was found that half 50% of respondents that were satisfied with remuneration and other benefits that were offered by the companies while other 50% were not satisfied. Maximum respondents were satisfied in the Pfizer Ltd (60%) and minimum satisfaction was found among J.B. Chemical's personnels(40%)

Thus it was observed that half of the sales personnel in all four companies were not satisfied with the remuneration.

Sales personnels were asked about their perception regarding whether their remuneration was in proportion with their educational qualification. As the table No II shows clearly the negative answers from the sales personnels. Half of the respondents thought that the remuneration was not in proportion with educational qualification and experience. Other than these result satisfaction level of sales personnel was related to their H. R. Policies in the companies. The faulty and ill H.R. Policies are also one of the major factor of the dissatisfaction among the employees.

Job satisfaction is also linked to employee's perception of adequate pay and benefits [Edward, I.R. (2008)]

In India there is a large number of Pharmaceutical companies. Most of the companies are also unregulated and conditions of sales personnels working in company are not satisfactory. The potential influence of remuneration on force productivity is a key issue addressed by Personnel economics in this context. Wages are often considered to play a determine roles assuming that workers compare their wages with those of their coworkers when determining their level of effort .Wage dispersion should influence this level and hence average firm performance [Afanjo 2002].

Remuneration have effect on employee job satisfaction at most work place. If an employee is happy with how they are treated and the rate of pay they are receiving then they are more likely to be more productive and take time to do their job. more accurately.

Afanjo (2002) suggested that the way employees experience their work would be reflected organisational performance.

The present study gives a complete picture of the sales personnels in four pharmaceutical companies of Rajasthan.

On the basis of results we can say that sales are not much satisfied with their job. They are less satisfied, the reason may be high inflation of essential items, mismatch between the work and remuneration, less TA,D.A, working hours, field work etc.

Satisfaction occurs when material factors like benefits compensation, fringe benefits. Research suggests that both intrinsic and extrinsic job related factors. are important for satisfaction. Intrinsic motivating factors are also most important factors, effecting satisfaction of sales personnels.

Surely, no sales department in any pharmaceutical company can hope to attain success, unless it can greater maintain satisfaction among sales personnels. The job of any company should be first place in human resource building. Better the quality of human resources the greater will be satisfaction level of sales Personnel

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