

To Study and Identifying the Factors Which Affect the Performance of Healthcare Sales Representatives in Ropar Region

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ABSTRACT

Healthcare sales representatives play a central role in many companies, spanning the boundary between the selling firm and the customer but its role and work doesn't recognized and rewarded adequately. Healthcare S.R has very challenging job in the world. The purpose of the current study is therefore to further understand the nature of the challenges that sales representatives face as the result of operating within a highly mobile and heterogeneous work environments. We focus on how the sales representatives manage their information needs and discuss the properties of mobile support systems that would enable them to work effectively despite their extensive work movement.

Keywords- *Healthcare, role, challenging, heterogeneous, adequately*

I. INTRODUCTION

Selling behavior refers to evaluating the actual behavior of salespeople as well as their ultimate performance in terms of sales volume. It is the practice of targeting and serving ads to groups of people who exhibit similarities not only in their location, gender or age, but also in how they act and react in their online environment. Sales representative job is extremely challenging job in the world persuading the doctor or any individual in the world is very hard nut to crack .Therefore Healthcare companies should emphasis on the performance of medical representative.

II. REVIEW OF LITERATURE

Matsuo, M and Kusumi, T (2002) focused their research on Sales person's procedural knowledge, experience and performance in Japan. Procedural knowledge would indicate the type of selling methods or strategies to be adopted in specific situations. Nineteen items of procedural knowledge were used in the study which included: talking to a customer with a smile, easing the hesitation and anxiety of the customer, sending the customer a thanking note after receiving an order, reading the customers type, asking the customer to make referrals etc.

Pettijohn et al. (2007) examined if sales performance is improved as a result of perceived importance of sales skills and obtained answers in the affirmative. Skills in using proper approach techniques, referral based identification of prospects, resolving objections, negotiations, closing and other traditional sales skills were included for the purpose of the study. Sales skills were also found to be significantly related to organizational commitment and job satisfaction.

Shaw (2007) in her article entitled “How do they do it- secrets of super reps” has outlined a few ideas on how successful sales representatives manage to do that. A minority of Healthcare sales representatives show consistently higher sales than the rest of the field force. In a study, the top representatives were found to be successful not just because of higher call rates or superior product knowledge. Their success could be attributed to their belief, their flexibility and their interpersonal skills, language and behavior, and skills.

III. OBJECTIVES OF THE STUDY

1. Identify their basic problem
2. Evaluate their daily routine of job
3. Different obstacle’s encounter by them in their daily life
4. To ask scope of improvement in their performance by companies

IV. METHODOLOGY

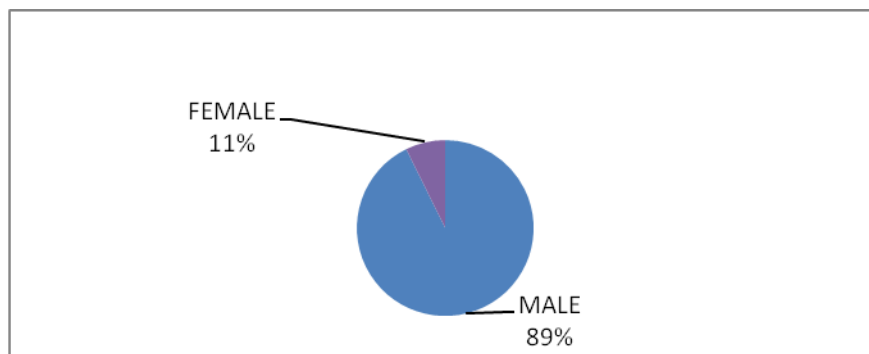
Planning provides a framework within which goals of research are to be achieved .It facilitates the smooth sailing of the various research operations. The plan and procedure of any research study is bound up with its purpose.As the primary objective is “To study and identifying the underlying factor which affect the Performance of Healthcare sales representatives” we designed a questionnaire to collect information through one to one personal interviews. Target respondents were the sales representatives & Total 115 interviews were conducted in Ropar region of India.110 Respondent were taken as a samples size, which were sufficient to conduct study in Ropar region. There were diverse type of problem faced by sales representative in field, but during interview process some of the information they couldn’t disclosed which is related to companies and confidential.

Base parameter selected in order to conduct the study-

- Gender
- Qualification
- Company

V. DATA ANALYSIS

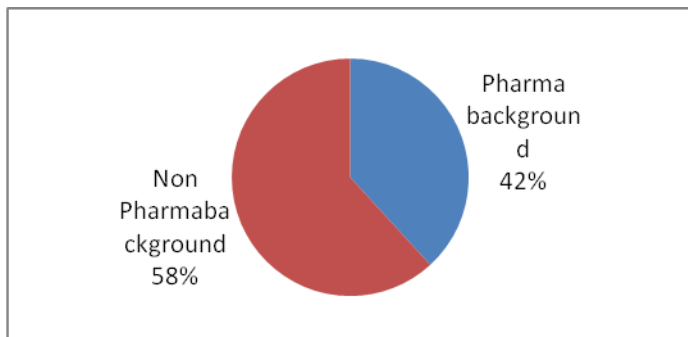
Q1. How many male and female works as healthcare sales representatives?



VI. CONCLUSION

In my analysis I found that out of 110 responses merely 11% female are working as a S.R., 89% male person.

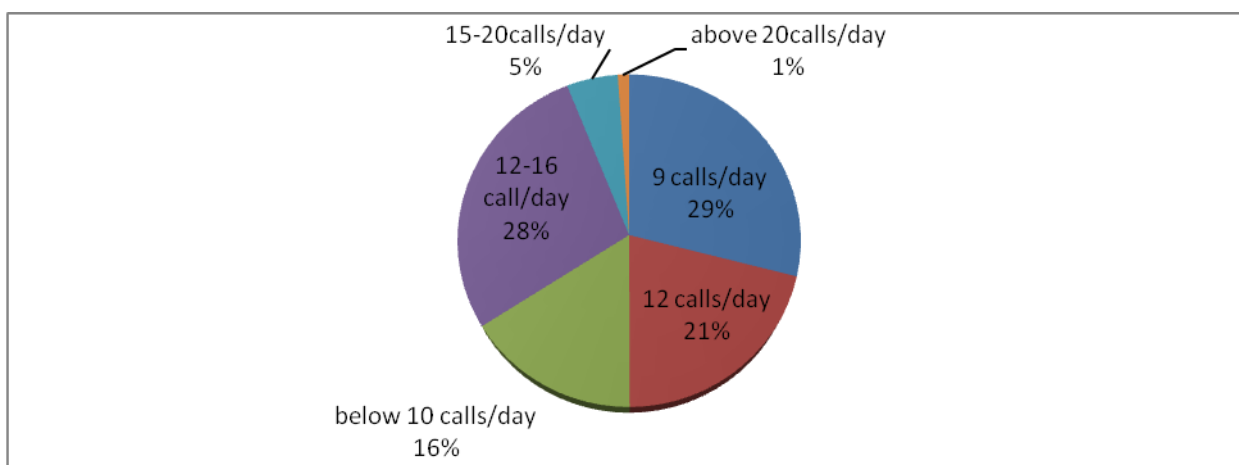
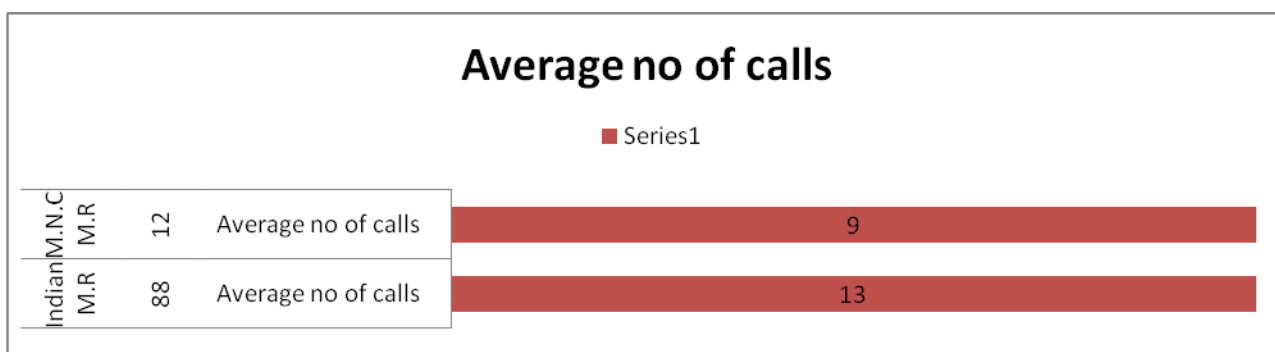
Q2. What is the percentage of sales representatives which are from pharma background and non pharma background?



Pharma background	42
Non Pharm background	58

Conclusion:In sales job non pharma background people are dominating over pharma professional that is 58% non-pharm background, and 42% pharma background and majority of non pharma background were graduate only, Many said because there is no job available in other sector ,some said due to money factor.

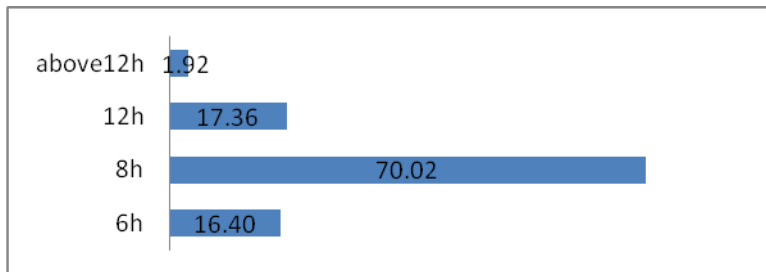
Q.3 How many calls do you have in a day/month/quarterly/yearly?





Conclusions:-From above data analysis it reveals that there is difference in no of calls done by M.R in Indian companies and multinational companies, 29% M.R do 9 no. of calls on an average in a day 28% ---12-16%, 16% below 10 calls,5%--- 15-20, 1%----above 20%.

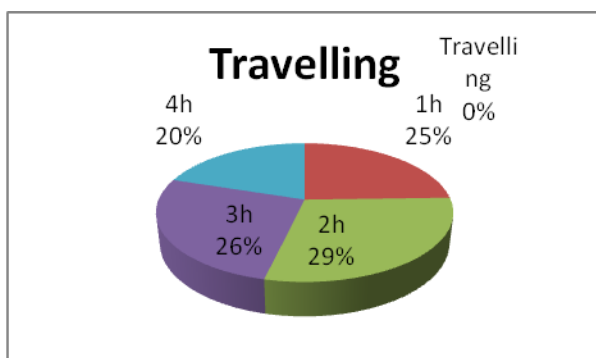
Q.4 what is your time schedule each day?



6h	8
8h	87
12h	10
above12h	5
	110

Conclusions:-Here is 70.02% S.R said our daily time schedule is 8 hours,17.36% said 12h,16.40% said 6h and merely 1.92% said more than 12 h.

Q.5 How much time do you spend in travelling & waiting for doctor out of your daily time?



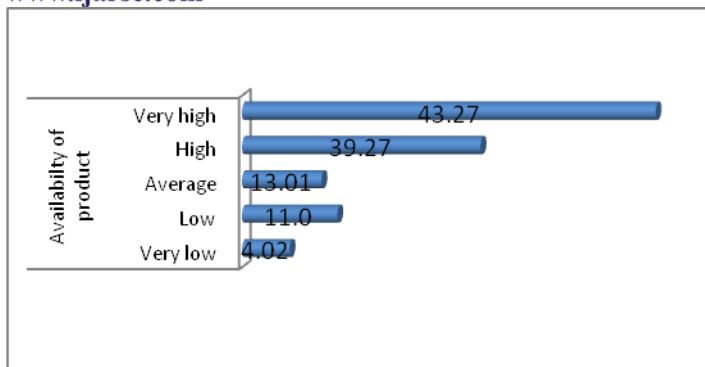
Travelling		Waiting	
1h	27	1h	32
2h	31	2h	31
3h	29	3h	26
4h	22	4h	21

Conclusions:-Out of 110 no of sales representative 29% in entire day 2h consumed in travelling,26%--3h, 25%--1h, 20%--4h.so, out of their 8h daily routine maximum no of S.R spend 2h in travelling only.

Q.6 Please rate the factor which are most commonly affecting prescription of a drug

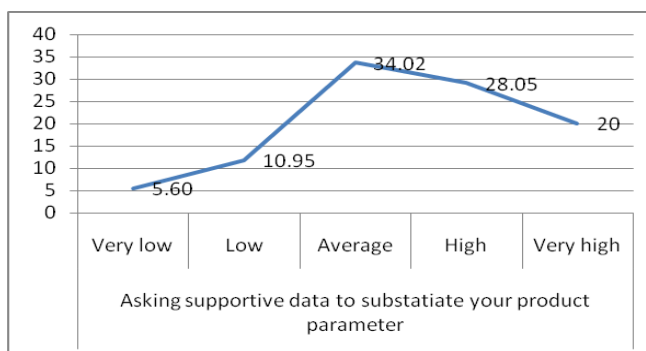
a)Product availability	b)Incentive	d)Asking supportive data to substantiate your product parameter	e)Objection handling	f)Product related problem	g)No response	h)communication gap
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Very low	4
Low	11
Average	13
High	39
Very high	43



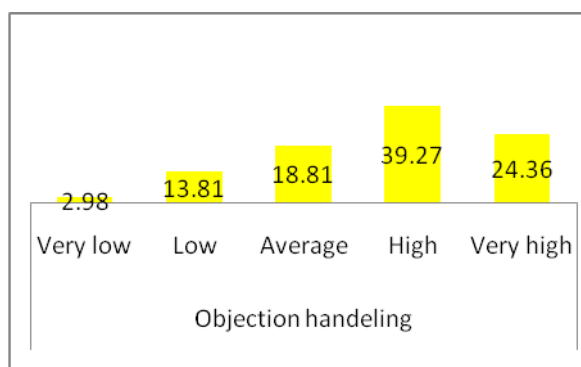
Conclusion- Maximum no for S.R mention it is creating huge problem in certain therapeutic area like ortho,renal,cardio Ect.,because these therapeutic area demand high knowledge . here 29 %S.R. said high ,26% average ,25% said very high merely 8% said low.s

Very low	6
Low	13
Average	37
High	32
Very high	22

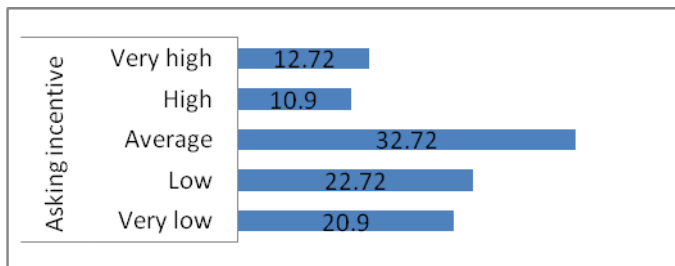


Conclusion-34.02% S.R said data requirred in order to substantiate the prscription drug on average side 28.05% it affect high ,20% said very high ,merely 5.60% said very low.

Very low	3
Low	10
Average	26
High	45
Very high	26

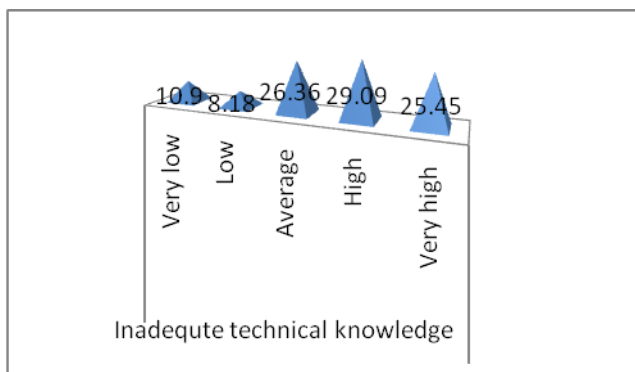


Conclusion –Here is 43% of S.R said avilalabilty of product if affecting very high ,39% said high and than 11% said low .out of 115 response 43 mention very high that means unavailability of product is big problem for S.R



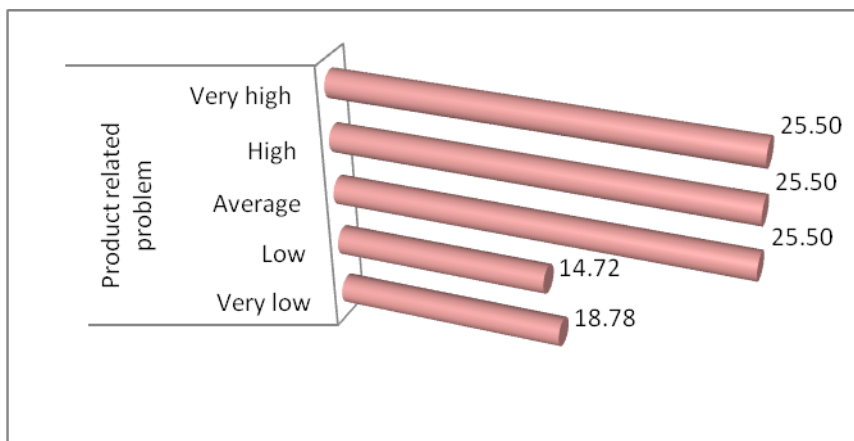
Very low	23
Low	25
Average	36
High	12
Very high	14

Conclusion-Out of 115 response 39 S.R said asking incentive is average ,29 said low ,23 very low ,high12,very high 14s



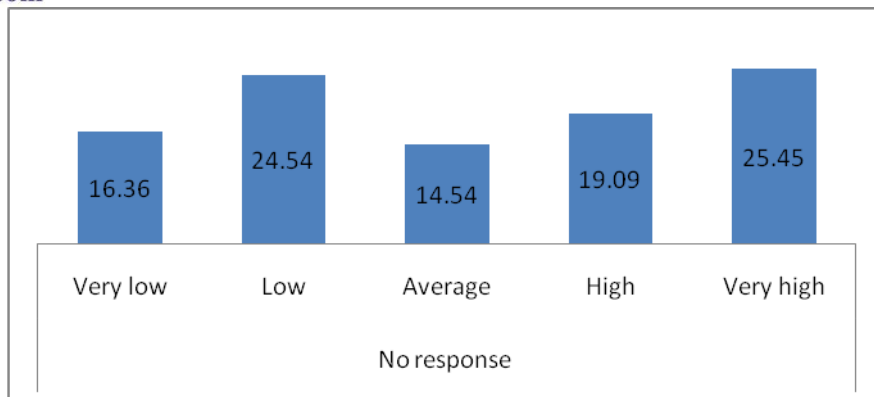
Very low	12
Low	9
Average	29
High	32
Very high	28

Conclusion-here 39% S.R opted high option when it comes on objection handling ,24% said very high ,18% average so it also affect prescription of a drug during drug detailing.s



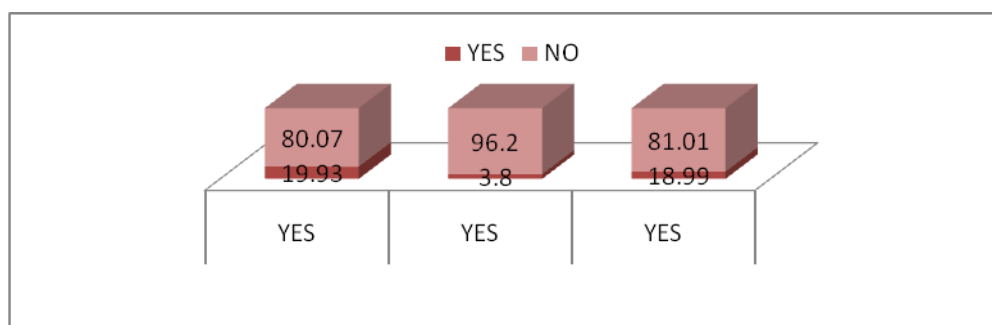
Conclusion-here is 24%average,high,very high ,12% said low ,13% said very low

Very low	10	Very low	18
Low	22	Low	27
Average	26	Average	16
High	26	High	21
Very high	26	Very high	28



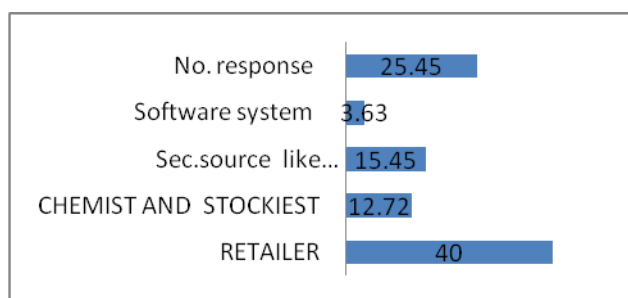
Conclusion-sometime doctor don't give response that lead to time wastage ,so 28% S.R saidit affect very high ,20%,low and than 19% high

Q.7 Do you have any problem with the profile of your job?



Conclusion-In case of salary /compensation 19.93% said yes we have problem with salary, 80.07% said no.In case of location merely 3.8% said yes we have, 96.2 % of S.R said we don't have any problem similarly in case of emergency situation 18.99% said yes 81.01% said no.

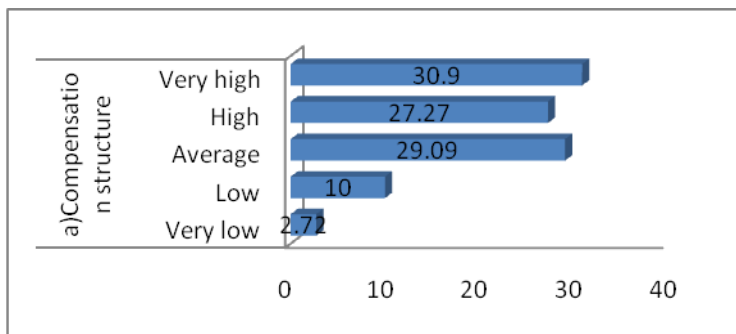
Q.8 what are the methods by which the company collects data about the prescription number generated by doctor of your company's products?



RETAILER	46
CHEMIST AND SOTCKIST	15.01
IMS, ORG,C-MARC	10.45
Software system	9.37
No. response	29.17

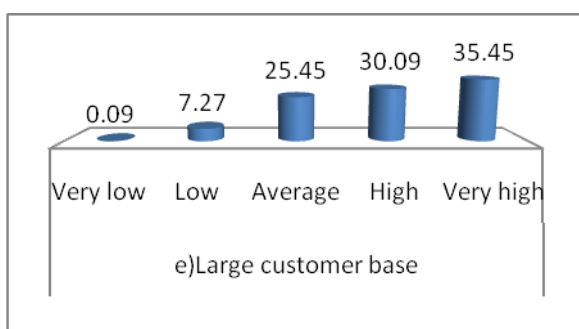
Conclusion-Above chart depict that there are maximum no. of companies S.R.collecting their prescription data form retailer, 46% collecting their data from retailer that's called REGISTERED CHEMIST PRESCRIPTION AUDIT (RCPA),25% didn't response ,15% mention taking data from secondary source like(IMS,ORG,C-MARC),10.45% said chemist and stockiest ,merely9% used software system in order to collect the prescription data.

Q.9 How would you rate a company, like this is a good company what parameter do you consider?



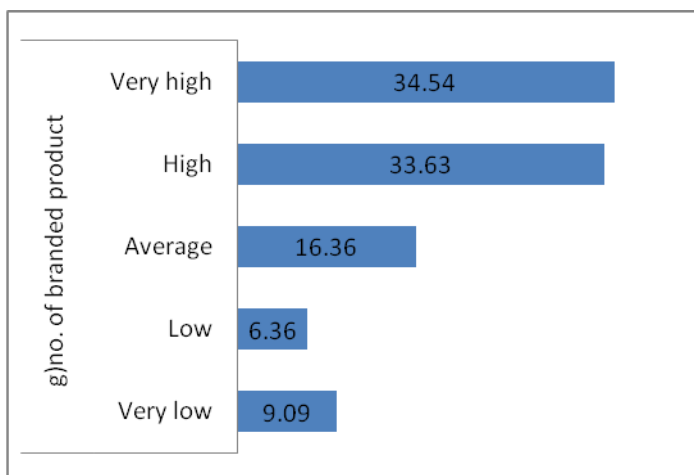
Very low	3
Low	11
Average	32
High	30
Very high	34

Conclusion-Every S.R want good compensation in respective company as you can see here they determine the position of a good company if they are providing the good salary ,30% opted very high,27% opted high ,29% said average ,10% said low



Very low	1
Low	8
Average	28
High	34
Very high	39

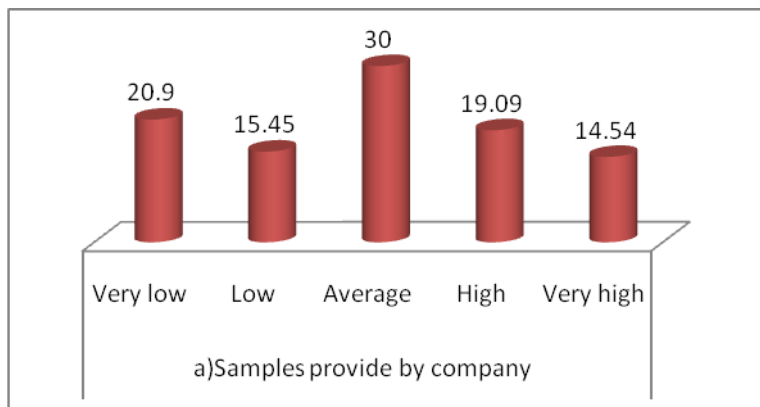
Conclusion-Out of 110 response 39(35%) S.R said opted very high, 30% said high, 25% average,7% low.



Very low	10
Low	7
Average	18
High	37
Very high	38

Conclusion-34% S.R said very high,33% said high,16% said average 6%,9% low very low respectively.

Q.10 What is the factors which affect your performance in field?



Very low	3
Low	11
Average	24
High	39
Very high	31

Conclusion-Here is maximum no. of S.R said that is 30% said it affect normal and opted option average,20% said very low,19% said high, 15% said low,14% mention very high

Overall conclusion- In above all parameters like sample provide by company, waiting time,unavailabilty of formulation all are on average side these are affect less comparatively aggressive marketing ,handling more than one therapeutic area. These are all on high side which are significantly affecting their performance

KEY FINDINGS

- During my research work I found that there are 89% male works as S.R, merely 11% female
- In a great extent non pharma background people are dominating than pharma background that is 58% non pharmabackground,42% pharma background
- Indian companies S.R have 12 no. of calls per day ,MNC S.R have 8 no. of calls per day
- Typically average time schedule of S.R is 8h per day
- Availability of product,product related problem No response these factors are having tremendous impact on precription of a product,Inadequate technical knowledge ,objection handling are on high side.Factors like asking incentive ,asking supportive data to substantiate product parameter are affect on average side
- In case of salary /compensation 19.93% said yes we have problem with salary, 80.07% said no. In case of location merely 3.8% said yes and 96.20 said no we have max percentage of S.R said we dint have any problem similarly in case of emergency situation 18.99% said yes 81.01% said no.
- Above chart depict there are maximum no. of companies collecting their prescription data form retailer ,maximum no. of S.R that is 46% collect their data from retailer that's called registered chemist prescription audit (RCPA),25% didn't response ,10.45% mentioned collecting data from secondary source like(IMS,ORG,C-MARC),15.01% said chemist and stockiest ,merely 9.29% used software system in order to collect the prescription data
- Factors like compensation struchure ,good reputation in market place ,large customer base, no. of branded products,working environment of company are on very high side, which S.R consider to select a good company.Excellent network ,competitive position of company are on high these are also important for a selection of a good company



i) In above all parameters like sample provide by company, waiting time, unavailability of formulation all are on average side these are affecting less comparatively aggressive marketing, handling more than one therapeutic area. these are all on high side which are significantly affecting their performance

SUGGESTIONS

- a) Indian companies should follow the same track the as MNC follow In terms of no. of calls
- b) Indian companies must focus on productivity of sales representative not on time devote by S.R
- c) Companies must keep the factor into consideration which could affect the prescription of drugs (Factors like, availability of product, drug match with the customer need, Product related problem etc.)
- d) Pharma companies should also know what are the actual problem a sales representative have accordingly provide them flexibility in their work (avoid huge pressure put on S.R, location preference etc. hopefully those would contribute in order to enhance the performance of S.R.
- e) Provide them adequate training relevant to therapeutic area in which they are working
- f) Motivate to S.R. by given them highly lucrative shopping card, foreign trip, because they are the backbone of company.
- g) Updating knowledge of the S.R is very essential and resources should be duly provided in order to stand out of the competition because Healthcare industry is highly knowledge based.
- h) Most importantly, as stress is a major problem which affects the performance, stress management training should be given to the S.R.

CONCLUSION

This research has explored the problem of Healthcare sales representatives which are pretty much essential to consider by pharma companies to enhance the performance of sales representatives in field. In this research I have also found that there is difference in types of companies which have different policies, training program, etc. by which S.R must abide while doing their job.

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