Research Topic : Performance Management of Sales Personnel in the Pharmaceutical Industry
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Name of Supervisor : Dr. S.K. Bedi, IMSAR
Purpose of Visit : Ph. D
Questionnaire : To be filled by Medical Representatives

QUESTIONNAIRE

This questionnaire has been prepared only for research purpose. All the information will be kept confidential and will not be published anywhere in any form.

Please tick boxes wherever applicable.

Personal

1. Name :
   Company :
   Designation :
   Area of Operation :
   Working since :
   Contact Number :
II. Professional

2. What is the category of product line you deal in?

- Bone
- Heart
- Stomach
- Brain
- Eye, Nose, Throat
- Cancer
- Skin
- If any other, please specify___

3. On what basis are targets assigned to you?

- Area/Market potential
- Territory
- Product Type
- Increment in last years Sales Achievement
- If any other, please specify___________

4. Who is your target customer?

- Hospitals
- Nursing Homes
- Institutions
- If any other, please specify___

5. How is sales performance measured for you in your company?

- Units Sold
- Payment on Time
- Market Share
- If any other, please specify___
6. How often is performance measured in your company?
   - Quarterly [ ]
   - Half yearly [ ]
   - Yearly [ ]

7. What is the criteria for performance measurement?
   Kindly rank the parameters on a scale of 1 to 10. Give 10 points to the most favoured parameter and 1 to the least favoured parameter.

<table>
<thead>
<tr>
<th>Quantitative</th>
<th>Qualitative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales to existing customers</td>
<td>Leadership</td>
</tr>
<tr>
<td>New customers won</td>
<td>Negotiation</td>
</tr>
<tr>
<td>Number of average calls per day</td>
<td>Team handling</td>
</tr>
<tr>
<td>Target achieved versus</td>
<td>If any other, please specify ___</td>
</tr>
<tr>
<td>Target assigned</td>
<td></td>
</tr>
<tr>
<td>Frequency of visit</td>
<td></td>
</tr>
<tr>
<td>New product launched</td>
<td></td>
</tr>
<tr>
<td>Timely submission of report</td>
<td></td>
</tr>
<tr>
<td>Maintenance of report</td>
<td></td>
</tr>
<tr>
<td>Activity timing</td>
<td></td>
</tr>
<tr>
<td>If any other, please specify _____</td>
<td></td>
</tr>
</tbody>
</table>

8. a) Are you satisfied with your performance?
   - Highly satisfied
   - Neither satisfied nor dissatisfied
   - Dissatisfied
   - Highly dissatisfied

   [ ] [ ] [ ] [ ]

   b) Why, give reasons?
   ____________________________________________
9. What are the problems in order execution you face?
   Channel logistics [ ] Generation of prescription [ ]
   Pricing [ ] Chemist availability [ ]
   Packaging [ ] If any other, please specify [ ]

10. a) How do you recommend new products to target audience?
    Brochure / Leaflet [ ] Visual aid [ ]
    Proper product knowledge [ ] Product sample [ ]
    If any other, please specify [ ]

   b) Are presentation methods an effective tool?
   Yes [ ] No [ ] Can't Say [ ]

11. What hierarchy is followed in your company?
    ______________________________________________________________________

12. a) Is your appraiser biased in evaluating your performance?
    Yes [ ] No [ ]

   b) If no, then why? ________________

13. What percentage of targets do you achieve on an average?
    ______________________________________________________________________
14. a) Do you think appraisal technique followed in your company is satisfactory?

Yes ☐ No ☐

b) If no, then why? __________________

15. If your targets are achieved, then is a certain percentage of targets increased for the next evaluation?

Yes ☐ No ☐

If yes, by what percent? ________________

16. How does the company respond to positive reinforcement?

<table>
<thead>
<tr>
<th>Monetary</th>
<th>Non-Monetary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial rewards</td>
<td>Competency development</td>
</tr>
<tr>
<td></td>
<td>Promotion</td>
</tr>
<tr>
<td></td>
<td>Award</td>
</tr>
<tr>
<td>If any other, please specify____</td>
<td>If any other, please specify___</td>
</tr>
</tbody>
</table>

17. How does the company respond to negative reinforcement?

<table>
<thead>
<tr>
<th>Punishing</th>
<th>Warning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retraining</td>
<td>Transferring to another area</td>
</tr>
<tr>
<td>If any other, please specify________</td>
<td></td>
</tr>
</tbody>
</table>

18. How does your superior respond to negative reinforcement?

______________________________
19. How do you respond to negative reinforcement?

_________________________________________

20. Which is the best measure of positive reinforcement according to you?

Monetary □ Non-Monetary □

Why?_________________________________________

21. How does your superior help you in bridging the gap between yardstick and achieved target?

_________________________________________

22. Any suggestions on how you think performance can be enhanced from the management's point of view?

_________________________________________