ABSTRACT

The understanding of the skill sets of the sales force can help the individuals and team performances. This research focus to find out the necessary skills required for the better performance of the front line sales force who are engaged in selling branded pharmaceutical products. Further, it adds a clear insight to the pharmaceutical sales managers about the priorities of the skill sets for success of their field sales force.

Pharmaceutical industry is said to be rapidly changing and highly competitive nature in which the salespersons work alone in geographically distributed territories and hence learning had a special role in this industry. Compare with other industry, the products are highly technical which needs more subject specialized sales persons to promote the product. The role of sales personnel is highly important in selling of pharmaceuticals products because –regular visits to their customer, product knowledge on the product, meeting multiple channels, maintain the sales targets, etc.

The study found out the factors which are influencing the sales executives’ success from the aspects of interpersonal skills, salesmanship skills and technical skills. These skills are also found among the executives of a pharmaceutical company. The present study had traced three such skills as important for better performance. The study explored this among the samples selected and found that, all the three skills – Interpersonal skills, Salesmanship skills and Technical skills – are playing an important role in enhancing the effectiveness among the pharmaceutical sales force.