**Sales Management**

**June 2023 Examination**

**Question 1: Torrent Pharma, the flagship Company of Torrent Group is one of the leading pharma companies of the Country. The Company was a pioneer in initiating the concept of niche marketing in India and today is ranked amongst the leaders in therapeutic segment of cardiovascular (CV), central nervous system (CNS), gastro-intestinal (GI) and women healthcare (WHC). The Company also has significant presence in dialectology, pain management, gynaecology, oncology and anti-infective segments.**

**Torrent Pharma's competitive advantage stems from the world-class manufacturing facilities, advanced R & D capabilities, extensive domestic network, and a widespread global presence in over 40 countries.**

**Torrent Pharma wants to have a very conducive work environment for its employees and field medical representatives. The company in last fiscal year reported an employee attrition rate of 20% and this is at 27% for medical representatives who wish to opt for cushiony jobs in BPO rather than being on the field. Second challenge faced is lowering of sales revenues despite exhaustive product portfolio.**

**As a National sales head what will you do to decrease attrition of medical representatives and how will you boost their motivation to improve sales?**

**Ans:**

**Introduction**

The goal of increasing employee engagement while simultaneously reducing staff turnover is critical for any corporation; however, its miles of extreme importance for firms that rely closely on their income force, inclusive of pharmaceutical organizations. Various variables may contribute to high turnover charges, consisting of low stages of job satisfaction, insufficient compensation, an absence of possibilities for professional development, and an unpleasant working environment. on account of this, it is very critical to implement an all-encompassing plan to conquer those demanding It is only half solved

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**Question 2:  You are being appointed as a front end customer sales representative of Lodha Group at their new residential site which is coming up by the name of LodhaEvoq in New Cuffe Parade, Mumbai. Do you think personal selling approach will work the best and why?**

**Ans:**

**Introduction**

As a front-cease customer sales representative, personal promoting would be a practical method for fostering and promoting the Lodha Evoq residential site. Personal selling is a form of direct advertising and marketing that entails face-to-face communication between the salesperson and the purchaser. In this case, I can talk directly with ability consumers, recognize their desires and alternatives, and offer personalized answers that meet their requirements. The significance of a customized method is that customers Are Making

**Question 3a: Suggest various recruiting methods that Ms.Priyanka Sharma can opt for hiring a new sales team. Suggest best method you think she will adopt.**

**Ans:**

**Introduction**

When Ms. Priyanka Sharma is recruiting a brand new sales group for Padcare Labs, she has numerous options in terms of recruitment strategies that she may also investigate. The following is a listing of some of the techniques that may be

**Question 3b: Ms.Priyanka Sharma and newly recruited team have to undergo a training program. Help the HR to design a training program for the newly inducted employees.**

**Ans:**

**Introduction**

This is probably inside the shape of assessments, quizzes, or even activities, such as role-playing. Its objective is to confirm that newly recruited personnel have understood and internalized the fundamentals and processes supplied during the