

IMPACT OF ADAPTIVE SELLING BEHAVIOUR, ROLE MODELING AND TRUST IN SALES MANAGER TOWARDS SALES PERFORMANCE ON PRESCRIPTION DRUGS IN TIRUCHIRAPALLI DISTRICT.

DR. K. ABDUS SAMAD*; A. JAINULLABDEEN**

*DIRECTOR

JAMAL INSTITUTE OF MANAGEMENT
JAMAL MOHAMED COLLEGE (AUTONOMOUS),
TIRUCHIRAPPALLI

**RESEARCH SCHOLAR

JAMAL INSTITUTE OF MANAGEMENT
JAMAL MOHAMED COLLEGE (AUTONOMOUS)
TIRUCHIRAPPALLI

ABSTRACT

This paper provides a comprehensive review of the literature and involves the medical representatives of top pharmaceutical companies in India. Over the last two decades studies have indicated the importance of adaptive selling behavior, role modeling and trust in sales manager towards sales performance. Our analyses are based on responses from 136 Medical Representatives from India's top Pharmaceutical Companies selling prescription drugs. Results from this study suggests that salespeople's perceptions of their manager's role relate positively to trust in the sales manager and ultimately lead to overall performance of salespeople. The academic and managerial implications of these findings are then discussed.

KEY WORDS: Adaptive selling behavior, Role Modeling, Trust in Sales Manager, Selling behaviors, Sales performance, prescription drugs, Indian pharmaceutical Industry and Sales force.
