

5.2 Managerial Implications and Future Scope of Study

It is possible to conclude that Emotional intelligence is a developable attribute in individuals/managers, and people with low Emotional intelligence can improve their Emotional intelligence skills through training. Incorporating a training program geared at improving employees' Emotional intelligence abilities may lead to a healthier working environment and increased overall profitability for the firm.

Enhancing emotional intelligence (EI) in sales professionals in Gujarat's pharmaceutical cluster necessitates a holistic approach that addresses both individual and organizational concerns. Here's a systematic plan. HR professional should work on following HR functions to improve Emotional Intelligence.

- ✚ Recruitment and Talent Assessment:
- ✚ Training Programs
- ✚ Cultural Focus on Emotional Intelligence
- ✚ Performance Management

✚ Recruitment and Talent Assessment

During hiring, assess candidates for high emotional intelligence using psychometric tests, role-playing scenarios, and behavioral interviews. Focus on traits like empathy, self-awareness, and relationship-building skills. Include case studies or mock client interactions as part of the selection process to evaluate candidates' ability to manage relationships and demonstrate social awareness.

✚ Training Programs

Self-awareness workshops: Encourage reflection on personal strengths and improvement areas. Role-playing exercises can simulate real-life sales scenarios, allowing team members to practice and improve their EI skills.

Sales Leadership Development: Train sales managers to model and promote emotionally intelligent behaviors. Encourage leaders to provide constructive feedback that helps team members improve self-awareness and relationship management.

Training for leaders should emphasize developing a positive work culture, empathy, and active listening.

Role Playing: Hold role-playing exercises where staff members act out actual sales situations. Urge them to address a range of consumer emotions and concerns with empathy. Offer constructive criticism and promote contemplation regarding affective reactions and their influence on sales results.

Cultural Focus on Emotional Intelligence

Integrate the ideas of emotional intelligence into the values and culture of the company. Acknowledge and commend actions that show strong emotional intelligence (EI), such as settling disputes amicably or going above and beyond to comprehend the demands of your customers.

Supportive atmosphere: Encourage your staff to communicate their feelings and ask for assistance when they need it in a caring atmosphere. To enhance general mental well-being, provide resources for stress management and preserving work-life harmony.

Ongoing Education: Encourage staff members to take advantage of possibilities for continued emotional intelligence education, such as reading books, going to seminars, or taking online courses.

Honours accomplishments: Celebrate both individual and group accomplishments when using emotional intelligence strategies to meet sales targets. To motivate people in the company, showcase success stories and distribute best practices. By putting these tactics into practice, you may foster a culture in Gujarat's pharmaceutical cluster that appreciates and honours emotional intelligence, which will improve sales interactions and customer connections.

Performance Management

Monitoring and Feedback

Use performance metrics that incorporate qualitative measures like customer satisfaction scores, client retention rates, and relationship quality, alongside traditional

sales KPIs. Gather feedback from customers on how well the sales representatives understand and address their needs, using this data to improve training and strategy.

Mentorship programs: Pair together of high emotional intelligence staff with less seasoned sales staff members. In addition to acting as role models for EI abilities, mentors can offer advice on how to manage difficult circumstances.

Consistent Evaluations: Determine the sales team's emotional intelligence by conducting questionnaires or assessments on a regular basis. As you determine areas for improvement, use evaluation data to inform training program modifications.

5.3 Limitations of the Study

It was also not likely access to every locality of Gujarat and its suburbs for respondents to complete questionnaire for the study. Again, by the constraint of academic calendar within which the study should be completed, not every pharmaceutical had been included in the sample, though that was desirable for generalizing the findings to the entire pharmaceutical industry. Therefore, the sample for this study was limited to a sizeable 400 hundred respondents from pharmaceutical industry. To carry out the research study the following other limitations were expected. However sincere efforts would be put to overcome the limitations during research.

- Respondents Biasedness.
- Time, cost and location factors had caused difficulty.

5.4 Future Scope of Study

Qualitative Interviews with Important Stakeholders: Speak with CEOs, sales managers, and HR specialists, among other important stakeholders, in qualitative interviews. Examine their viewpoints regarding the significance of emotional intelligence in sales positions, organizational campaigns to advance EI, and obstacles to its use.

Comparative Studies: Examine the emotional intelligence scores and sales performance of various sales workforce subsets, including field salespeople, inside sales teams, and sales leadership positions. Determine the particular difficulties and chances for improving EI in each sector.

Longitudinal Research: Monitor changes in sales personnel' emotional intelligence over time by conducting longitudinal research. This could entail doing follow-up interviews and periodic evaluations to learn how EI changes in response to training, experience, and organizational changes. Perform in-depth case studies of pharmaceutical businesses that are well-known for emphasizing the importance of emotional intelligence in sales. Examine the cultural elements, leadership styles, and organizational procedures that support high EI levels in sales teams.

Research on Interventions: Create and carry out focused interventions to improve emotional intelligence in sales teams. Pre- and post-intervention assessments should be used to determine how successful interventions are, such as EI training programs, coaching sessions, and peer support networks.

To study impact of AI on Sales performance.