

THE INFLUENCE OF SALES FORCE AUTOMATION AND SALES TRAINING ON MEDICAL REPRESENTATIVE PERFORMANCE TO IMPROVE SALES EFFECTIVENESS

Dwi Warni Wahyuningsih

Management Study Program, Muhammadiyah University, Ponorogo

dwiwarnidwiwarni@yahoo.com

Abstract : *This research aims to analyze the influence of sales force automation and sales training on performance medical representative to increase the effectiveness of sales. The population of this research is a multinational pharmaceutical company employee work areas of Yogyakarta and Solo. Sample saturated samples were determined by the respondent, with the whole medical pharmaceutical multinational representative in Yogyakarta and Solo as much as 128 people. The data collection method is used with the kuisoner technique. Engineering analysis using model of causality. The results showed that the influence of the system: there is a sales force automation and sales training on performance medical representative; There is the influence of medical representative's performance against sales effectiveness; There is the influence of the system of sales force automation and sales training sales effectiveness against directly without going through the performance of medical representative in the multinational pharmaceutical companies.*

Keyword: *Sales Force Automation, Sales Training, Performance, Effectiveness Of Sales*

1. INTRODUCTION

Sales force automation and sales training are a series of mandatory activities for every company, especially for pharmaceutical companies to develop and improve the effectiveness of the sale of products or services. Performance is not necessarily able to be optimized without going through supporting factors, because every change must require an effort to change it. Many factors can affect employee performance, for example the use of work support media, training, external / internal motivation, and so on.

As competition increases and technology advances, organizations continue to look for ways to adapt to changing business environments. This applies in the context of personal selling where salespeople are the key to success in producing the buying process. Personal selling is an effective means to build preferences, beliefs, and buying actions (Kotler, 2003: 580). Today Sales Force Automation (SFA) application software is focused on efforts to increase the administrative productivity of salespeople by automating functions such as lead management, contact

management, opportunity management, activity management, sales forecasts, or viewing sales commissions. Sales force automation positively influences sales force / marketing performance (Sabir et al., 2013)

Medical Representatives are the spearhead in the pharmaceutical industry, as are Multinational Pharmaceutical Companies. The role of the sales force in increasing sales growth has long been one of the marketing strategies. With the role of the sales force, the company will be able to establish close and good relationships with customers (Smith et al., 2000)

Performance in general is a description of the level of achievement of the implementation of an activity or program or policy in order to realize the goals, objectives, mission and vision of the organization (Bastian in Ridwan et al., 2012). The performance of an employee is part of organizational performance because organizational performance has a dependence on group performance, where the intended work group is the performance of salespeople

The definition of Customer Relationship Management (CRM) according to Buttle (in Onna et al., 2014) is "The core strategy in business that integrates internal processes and functions with all external networks to create and realize value for target consumers profitably". Meanwhile according to Temporal and Troot (in Onna et al., 2014) argues that "CRM is essentially a collaboration with every consumer that is able to create a situation that does not harm either party (your win-win situation) adds value to the daily lives of every consumer, and in return, they give loyalty to you". This process has a relationship for each individual

consumer, so the closeness between sales and customers becomes the company's barometer.

Sales force automation or SFA for short. This sales force automation model functions in managing the performance of a company's sales force, starting from managing, managing potential sales, managing sales activities, and so on.

Cardinali et al., (2014) sales force automation is a sales process that creates a form of creation and development of innovation to enhance creativity and efficiency that are closely related to consumers. So what is needed from a salesperson can be helped by the existence of a sales force automation application.

Aguinis and Kraiger (2009) training is a systematic approach to learning about individual knowledge, skills and attitudes in order to improve the effectiveness of individuals, teams and organizations. This understanding has previously been expressed by Goldstein and Ford in Aguinis and Kraiger, (2009) where organizational training refers to a systematic approach to learning and development in order to increase the effectiveness of individuals, teams and organizations.

The writing of this article aims to analyze the effect of the use of sales force automation and sales training on the performance of medical representatives to increase sales effectiveness.

2. RESEARCH METHODS

This research is a quantitative research. This study attempts to solve the problem of sales force automation, sales training, sales performance and effectiveness at multinational pharmaceutical companies, by describing an object of research that is by

concluding, compiling, analyzing and collecting quantitative data.

This study uses primary data from respondents, namely medical representatives through questionnaires. The population and sample in this study were 128 medical representatives in Yogyakarta and Solo, who worked in multinational pharmaceutical companies. To determine the effect of the use of sales force automation and sales training on the performance of medical representatives to increase sales effectiveness. The method used in this study is a model of causality or relationship or influence. But before testing the research instrument needs to be done through validity and reliability testing. Coefficient r, the model accuracy test (Test F) is used to measure the accuracy of the sample regression function in estimating the actual value and the Hypothesis Test (t test) to see whether the independent variable is significantly related to the dependent variable. It also assumes a test classic, including normality test, multicollinearity test.

3. RESULT AND DISCUSSION

3.1 Research Results

Based on the testing of the instruments that have been done, it can be concluded that all items on all variables are declared valid and reliable. To test whether in the path analysis model the independent and dependent variables both have normal distributions or not, a normality test with Kolmogorov Smirnov test equation $1 = 0.419 > 0.05$ means that the data are normally distributed. As for the 2nd test equation, it is $0.073 > 0.05$ which means that the data are normally distributed.

To find out whether in the regression model, correlation between independent variables was found using multicollinearity test. The results of multicollinearity test showed that each independent variable has a tolerance value greater than 0.1 and a VIF value of less than 10 so that it can be concluded that there are no symptoms of multicollinearity.

Before testing the research hypothesis, first an analysis is carried out using path analysis. A summary of the results of the path analysis conducted with the SPSS program can then be arranged the equation function as follows: $Z = 0.201X_1 + 0.312X_2 + 0.414Y_1 + 0.527$.

According to the equation function above, it shows that Sales Force Automation shows value (0.201), Sales Training (0.312), Performance (0.414) and Sales Effectiveness (0.527). Mean Variable SFA, Sales Training has a positive effect on performance.

3.2 Discussion

Based on research that has been done, it can be seen that partially all independent variables positively influence the dependent variable. More details are explained as follows:

- a. The results of data analysis are discussed by comparing previous studies. Some of the decisions include sales force automation and sales training contribute positively to salesperson performance, the second decision produces salesperson performance decisions contribute positively to sales effectiveness, and the third decision shows that sales force automation and sales training have a direct relationship pattern with sales effectiveness variables, without going through the salesperson's

performance variables first. To be clearer in concluding the results of the analysis, the following is the explanation: The results of the first hypothesis test that says there is an influence of the system of sales force automation and sales training on the performance of medical representatives in Multinational Pharmaceutical Companies, it is proven. The proof is in accordance with the regression test, with a value of $F_{count} > F_{table}$, which is $24.382 > 3.069$ and a significance value < 0.05 , which is 0.000. This shows that there is a positive and significant contribution between sales force automation and sales training on salesperson performance. Based on these conclusions there is a tendency to increase the influence of a combination of sales force automation and sales training variables which will be followed by an increase in the quality of salespeople's performance, conversely if there is a tendency to decrease the effect of a combination of sales force automation and sales training variables will be followed by a decrease in the quality of the performance of representative salespeople. The results of the research analysis above can be compared with previous studies, namely from Adam Rapp, Raj Agnihotri, and Luke P. Forbes (2008), who tested the effect of SFA, Effort on the performance of sales representatives.

b. The results of the second hypothesis test states that there is an effect of medical representative performance on sales effectiveness in Multinational Pharmaceutical Companies. This can be proven by the path coefficient of

salesperson performance variables that are positive that is equal to 0.414, so it can be said that the salesperson performance variable has a positive effect on sales effectiveness. The results of the t test decision for the salesperson performance variable obtained $t_{count} > t_{table}$, which is $5.385 > 1.979$ and the significance value < 0.05 , which is 0.000. This means that there is a positive and significant contribution between salesperson performance towards sales effectiveness in Multinational Pharmaceutical Companies. The results of the research analysis above can be compared with previous studies from Sergio Roman, Salvador Ruiz and Jose Luis Munuera (2002), this study discusses the effectiveness of the sales force, which is influenced by previous variables, namely sales training, sales customer orientation, and performance sales force. The results of the study indicate that sales training, sales customer orientation, and sales force performance have a positive impact on sales effectiveness. The results of research from Roman et al., (2002) prove to have the similarity of results with current research, namely the influence caused by the performance of salespeople on sales effectiveness.

c. The results of the last hypothesis test that there is an influence of the system sales force automation and sales training on the effectiveness of sales directly without going through the performance of medical representatives in Multinational Pharmaceutical Companies. Because the relationship between sales force automation and sales effectiveness is stated to have a direct relationship,

with a DE value (P41) of $0.201 > IE$ (P43 x P31) that is 0.072 and a relationship of sales training with sales effectiveness is also stated to have a direct relationship, with a DE value (P42) $0.312 > IE$ value (P43 x P32) is 0.205. These results show an inverse comparison with the hypothesis statement, because there is a contribution of sales force automation and sales training to the effectiveness of sales directly without going through the performance of the sales force first. The results of the research analysis on the third hypothesis can be compared with previous studies from Sergio Roman, Salvador Ruiz and Jose Luis Munuera (2002). The results of his research stated that sales training is one of the variables that directly influences the effectiveness of salespeople. So it can be concluded that previous research has similarities with current research, namely sales training variables that both contribute to the effectiveness of company sales. Not only that in the research that the results have been known at this time, sales force automation has a significant impact on the effectiveness of company sales.

4. CONCLUSION

Based on the results of the analysis and discussion described above, conclusions can be drawn in this study, which are as follows: *First*, there is an influence of the system of sales force automation and sales training on the performance of medical representatives in Multinational Pharmaceutical Companies. *Second*, there is an effect of medical representative performance on sales effectiveness in Multinational Pharmaceutical Companies. *Third*, the

effect of the sales force automation and sales training system on the effectiveness of direct sales without going through the performance of a medical representative in a multinational pharmaceutical company.

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