

## Assignment 2

### On

### Case – Arapahoe Pharmaceutical Company

### Sales Management (MKT 401)

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Answer to the question no. 1

This case is about John Ziegler who joined Arapahoe Pharmaceutical as a sales representative and soon he won a promotion to a greater metropolitan territory because of his skills. He was always recognized by his superiors for his performance which was followed by selecting him for leadership training program. He also got promotion in Dallas as a district sales manager. Before going to Dallas John was asked to spend a couple of days at the corporate headquarters by his general sales manager to get some knowledge about his responsibility as a sales manager as roles as a sales manager will be different from sales representatives roles which he realized later. In Dallas John's introduction was good and he was primarily supervised by his predecessor. John carried on the job of his predecessor, hired the most promising applicant by completing all the processing and trained him, prepared report on field trips and realized he should be more efficient in using computerized information. He also had to handle the dissatisfaction of Dick, an experience and efficient producer and various problems of various sales representatives of his district. In the process of solving problems he realized that he had to formalize a set of objectives and specific plans to take corrective actions and to evaluate his performance as well as others which made his job more challenging.

Answer to the question no. 2

The present situation of Arapahoe Pharmaceutical Company in terms of sales in Dallas territory is not good in fact poor as its sales has failed to reach quota. Though current year sales are 714000 more than last years' sales, it is 51000 less than the company current year sales estimation. Larry Palmer and Jared Murphy have failed at a big margin in terms of their productivity. Peggy Doyle has also failed to achieve quota but her performance is very much progressive as she is operating only for four months. The rest of the sales representatives are currently operating above their quota.

Answer to the question no. 3

John recruited Larry Palmer as a sales representative who was promising in his interview and willing in his training class but he could not stand up by his potential. In spite of special consideration he was not able to increase sales that forced John to let off him. John recruited another sales representative named Peggy Doyle on Larry's place who was more productive and progressive.

Answer to the question no. 4

John was personified, willing, energetic and highly communicative as a member of sales team. Moreover he was open to new experience and ready to face challenges. He is also caring to his workforce always set to help them to improve their performance.

Answer to the question no. 5

As a sales person of a team John did not face any major problem. His performance as a sales person was so impressive that he got promotion more than early and he also got the chance of leadership training program.

But as a sales manager of a territory he had to face some problems. Primarily of his job John found that he needs to be more efficient in using computerized data. John had to resolve the annoying and mad feelings of one of his most experienced representative who was angry for not getting promotion and working under a junior manager. He also had to take a tough decision of eliminating one of his favorite representatives because of poor performance. He had to make explanations for not being supervising towards above average representatives. Moreover he had to sit with under performed representatives and talk to improve their performance. The problems John faced as a sales manager were more people problems than his problems.

Answer to the question no. 6

Lack of experience because of early promotions may cause John such problems. Another reason might be that he was in lack of practice of sensing problems because he did not face any problem as a sales representative.

John's determination towards job, openness to experience, respect towards interpersonal relation and high communication skills helped him to overcome the situation.

It seems that John had done everything right that he could do in this situation. The only recommendation to him is that he needs to be a bit more tactful in handling human resources.

Answer to the question no. 7

A successful manager focuses more on sales representatives than sales figures because if sales representatives are more efficient they can easily achieve the sales figure. They can also be effective in achieving sales target continuously in the long run situation. Companies brand name also established by them because they are the organization's representative. So a successful manager is more focused on sales representatives to achieve his goals and to get his works done on time in an effective and efficient manner.