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Emotional Quotient of Health Care Sales Professionals in Southern Rajasthan

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Abstract: ***This research paper tries to explore the Emotional Quotient of HealthCare Professionals in Southern Rajasthan. Emotional Quotient (EQ), often referred to as Emotional Intelligence (EI), stands as a cornerstone of human interaction and success, offering a nuanced understanding of our emotional landscapes and how we navigate them. The study examines the significance of Emotional Quotient skills and its impact on the working of healthcare sales professionals and how developing better EQ leads to improved working performance. A comprehensive research is conducted through review of literature which provides significant insights about EQ of healthcare sales professionals. The study reveals that higher EQ leads to better performance of professionals of healthcare.***
Keywords: Emotional Quotient, Healthcare Sales Professionals

I. INTRODUCTION

Though the term "emotional intelligence" didn't gain widespread use until about 1990, interest in it has increased dramatically in the recent three decades. The ability to get along with others was defined by psychologist Edward Thorndike as "social intelligence" as early as the 1930s. The publication of Daniel Goleman's book "Emotional Intelligence: Why It Can Matter More Than IQ" in 1995 helped to popularise the idea of emotional intelligence. Emotional Quotient (EQ), often referred to as Emotional Intelligence (EI), stands as a cornerstone of human interaction and success, offering a nuanced understanding of our emotional landscapes and how we navigate them. At its core, EQ encapsulates a multifaceted skill set pivotal for recognizing, comprehending, regulating, and expressing emotions adeptly, both within ourselves and in others. Unlike its cognitive counterpart, IQ, EQ delves into the intricate realm of emotions, offering profound insights into personal relationships, academic and professional endeavors, and overall well-being. At the heart of EQ lies self-awareness, the foundational pillar upon which emotional intelligence is built. Self-aware individuals possess a keen ability to introspect, recognizing and comprehending their own emotions with clarity. They navigate their inner worlds with depth, understanding how their emotions influence their thoughts, actions, and decision-making processes.

Building upon self-awareness, EQ entails the vital skill of self-regulation—a mastery of emotional management and self-control. Individuals with high EQ exhibit remarkable resilience in the face of adversity, demonstrating the capacity to navigate turbulent emotions with grace and composure. They harness strategies for stress management, channeling negative emotions constructively and fostering a sense of equilibrium amidst life's challenges.

Moreover, EQ extends its reach beyond the confines of individual introspection, encompassing social awareness—the ability to attune oneself to the emotions and perspectives of others. Socially aware individuals possess a remarkable capacity for empathy, intuitively grasping the feelings and needs of those around them.

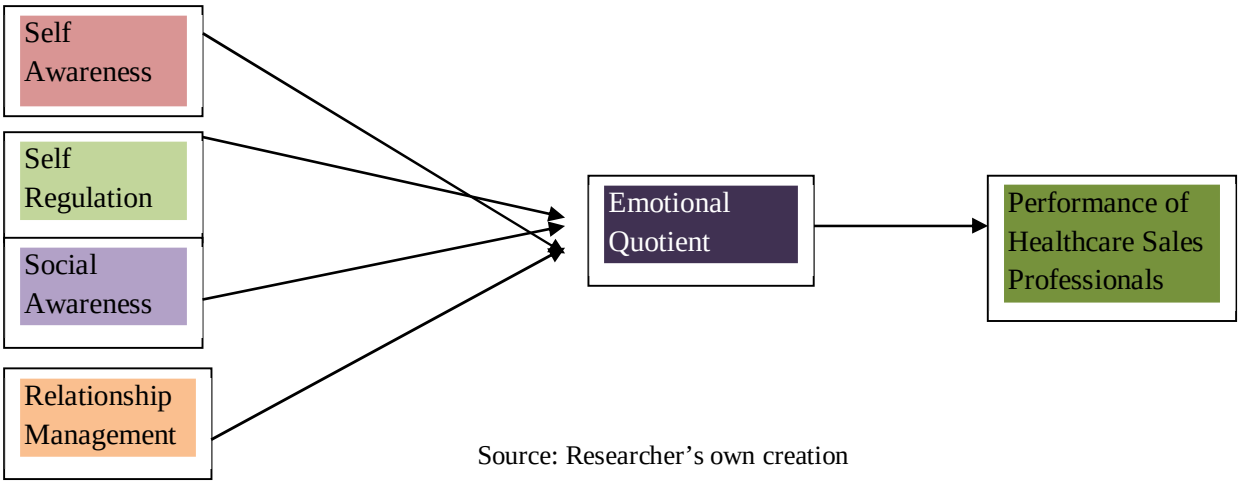
In tandem with social awareness, EQ encompasses the art of relationship management—a skill set vital for fostering harmonious interpersonal dynamics. Individuals adept in relationship management excel in communication, forging connections built on trust, respect, and mutual regard. The cultivation of emotional intelligence yields a plethora of benefits across various domains of life. In personal relationships, EQ fosters deeper connections, promoting intimacy, trust, and mutual support. In academic pursuits, emotional intelligence enhances learning and collaboration, empowering individuals to navigate social dynamics and communicate effectively with peers and mentors. In the professional sphere, EQ emerges as a hallmark of leadership excellence, enabling managers to inspire, motivate, and empower their teams towards shared goals.

Individuals with high EQ weather storms with grace, embracing setbacks as opportunities for growth and learning. They navigate life's twists and turns with equanimity, grounded in a profound sense of self-awareness and emotional balance.

Emotional Quotient (EQ) stands as a beacon of human resilience, **empathy**, and connection a testament to our capacity for growth, understanding, and meaningful interaction. As we embark on the journey of self-discovery and personal development, let us embrace the transformative power of emotional intelligence, forging deeper connections, fostering resilience, and navigating life's complexitieswith grace and authenticity (Smith, M. K. 2008).

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Conceptual Framework of EQ and Performance of Healthcare Sales Professionals in Southern Rajasthan



Source: Researcher's own creation

A. Healthcare

According to World Health Organization (WHO) "Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity." Healthcare refers to the enhancement of well-being by activities aimed at preventing, diagnosing, treating, improving, or curing diseases, illnesses, injuries, and other physical and mental impairments in individuals.

Healthcare sales professionals serve as the linchpin of the healthcare industry, wielding specialized skills and expertise to facilitate the exchange of medical products, services, and solutions essential for patient care and organizational success. In the dynamic and rapidly evolving landscape of healthcare, these professionals play multifaceted roles, including product specialists, account managers, clinical educators, consultants, and territory managers, each contributing to the delivery, adoption, and utilization of healthcare innovations. Armed with in-depth knowledge of healthcare regulations, clinical practices, and market dynamics, healthcare sales professionals navigate complex challenges, such as regulatory compliance, access restrictions, and a competitive landscape, to drive revenue growth and customer satisfaction. Key to their success are strong interpersonal skills, communication abilities, and problem-solving capabilities, enabling them to build trust, articulate value propositions, and tailor solutions to meet the diverse needs of healthcare providers, administrators, and decision- makers. By embracing continuous education, strategic account management, and collaborative partnerships, healthcare sales professionals maximize their impact, driving constructive outcome for patients, provider, and healthcare organizations alike in an ever-changing healthcare environment (Sharma, M., & Choudhary, N.(2019). Incorporating various intelligence quotients (IQs) into the evaluation and advancement of healthcare sales personnel can have a substantial influence on their performance and efficacy in the industry.

B. Sales Professionals

Sales professionals are the driving force behind revenue generation and business growth in virtually every industry. Their capability to assemble relationships, understand customer needs, and close deals is vital for organizational success. Sales professionals are tasked with identifying potential customers, qualifying leads, and initiating contact through various channels such as cold calling, email outreach, networking, and social selling. Sales professionals engage with prospects to understand their pain points, challenges, and business objectives. They tailor their sales approach to address customer needs effectively and position their products or services as solutions to specific problems or opportunities. Sales professionals conduct product demonstrations, presentations, and pitches to showcase the features, benefits, and value propositions of their offerings. They highlight key selling points and address customer objections to move prospects through the sales pipeline.

II. REVIEW OF LITERATURE

Dwivedi (2025) focuses on both Emotional Intelligence and Artificial Intelligence (AI). The paper tries to explore the role of EI in managing the emotions of human beings and AI capacity to interpret the data for making the decisions.

Rastogi & Agarwal (2024) focused on EI involving banking staff and discusses emotional intelligence fosters an atmosphere where individuals demonstrate a level of care for their interpersonal relationships that is on par with the entire community.

Anderson & Smith (2023) explored the dynamic role of emotional intelligence (EI) in contemporary sales environments. They found that as sales methodologies evolve, emotional intelligence becomes increasingly crucial for success.

Gupta & Patel (2022) delved into the dimensions of emotional intelligence beyond traditional IQ measures, specifically within the context of sales success. Their findings underscored that emotional intelligence serves as a critical factor in determining sales effectiveness, often surpassing the impact of intellectual intelligence alone.

Johnson & Lee (2021) conducted a meta-analysis consolidating recent studies on emotional intelligence and sales performance. The findings confirmed a positive and statistically significant correlation among EI and sales success.

Cooper & Martin (2020) focused on the practical implications of emotional intelligence in the sales domain. Their research demonstrated that sales professionals with higher emotional intelligence were more adept at navigating and managing emotions, both their own and those of clients.

Taylor & Jones (2019) explored the advantages conferred by a high emotional quotient (EQ) in the realm of sales. Their findings emphasized that sales professionals with an enhanced emotional quotient were better positioned for success, as they exhibited heightened empathy, effective communication, and superior interpersonal skills.

Sharma & Kapoor (2018) conducted a case study delving into the specific context of the retail industry to examine the role of emotional intelligence in sales.

Nguyen & Anderson (2017) explored the link between emotional intelligence and sales performance. The research highlighted a strong and consistent involvement between higher EI levels and enhanced sales outcomes.

Smith & Brown (2016) paid attention on the collective impact of EI within sales teams. The study revealed that teams with higher average emotional intelligence levels exhibited greater cohesiveness, communication, and overall effectiveness.

Lee & Wang (2014) explored the relationship between EI and sales outcomes within the context of sales management.

Garcia & Hernandez (2013) focused on the medical sales sector, revealing insights into the character of EI over time. The study indicated that EI was a key factor in the sustained success of medical sales representatives.

Lewis & Harris (2012) conducted a study delving into the technology sector, providing insights into the relationship between EI and sales performance over an extended period. The research highlighted that individuals with higher EQ levels in the technology sector exhibited consistent sales success

III. OBJECTIVES

1) To identify the relationship between Emotional Quotient and Performance of Health care Sales Professionals in Southern Rajasthan.
2) To develop a conceptual framework of Emotional Quotient and Performance of Healthcare Sales Professionals in Southern Rajasthan

Hypothesis

H_{01} There is no significant relationship between Emotional Quotient and the performance of healthcare sales professionals in Southern Rajasthan.

H_1 There is a significant relationship between Emotional Quotient and the performance of healthcare sales professionals in Southern Rajasthan.

IV. RESEARCH METHODOLOGY

A. *Research Type*

The type of research in the study is descriptive research, analytical research and empirical research.

B. *Sampling Design*

The sample size determination is based on Judgemental Sampling for Hospitals located in Southern Rajasthan and Random Sampling for Medical Representatives.

C. *Universe*

For this study, the universe is finite. In this study, the number of items is specific. So for the research study, the universe covers the healthcare sales professionals of Southern Rajasthan in Chittorgarh, Udaipur, Rajasamand, Pratapgarh, Banswara & Dungarpur districts. This research study is mainly focused on medical representatives as healthcare sales professional.

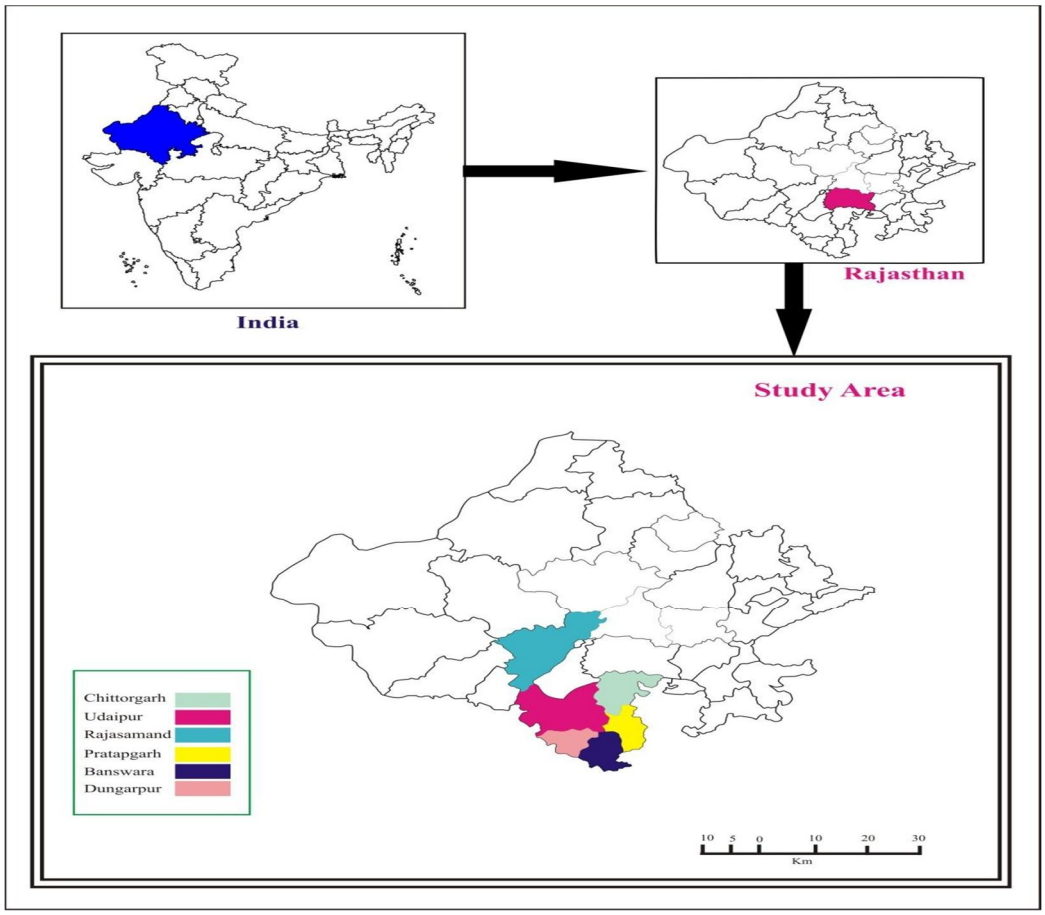


Table1: Number of Respondents

S. No	Districts	Drug Distributors & Hospitals	No. of Medical Representatives
1	Udaipur	4	110
2	Rajasamnd	5	100
3	Chittorgarh	5	110
4	Banswara	5	54
5	Dungarpur	2	25
6	Pratapgarh	4	29
	Total	25	350

Source: Researcher creation

D. Statistical Tools & Techniques

Data was analyzed using Z test is utilized for testing the hypothesis. Dependent Variable is performance of healthcare sales professionals and independent variable is Emotional Quotient.

As the sample size is more than 30 so Z test is applied for testing the hypothesis and the population variance is known.

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V. DATA ANALYSIS

A. Calculation of Emotional Quotient (EQ)

Emotional Quotient of each respondent was calculated in order to study the effect of their demographic factors i.e age, gender and experience on their wellbeing, self control, emotionality and sociability. The level of their emotional intelligence was measured by developing a suitable measuring index.

The reversed score of all the twenty three statements (from questionnaire) in combine represent the level of emotional intelligence of the individual respondent. The aggregate score of each respondent for all the critical factors was used to find EQ (Emotional Quotient) of then individual respondent. The range of EQ varied from 23-115.

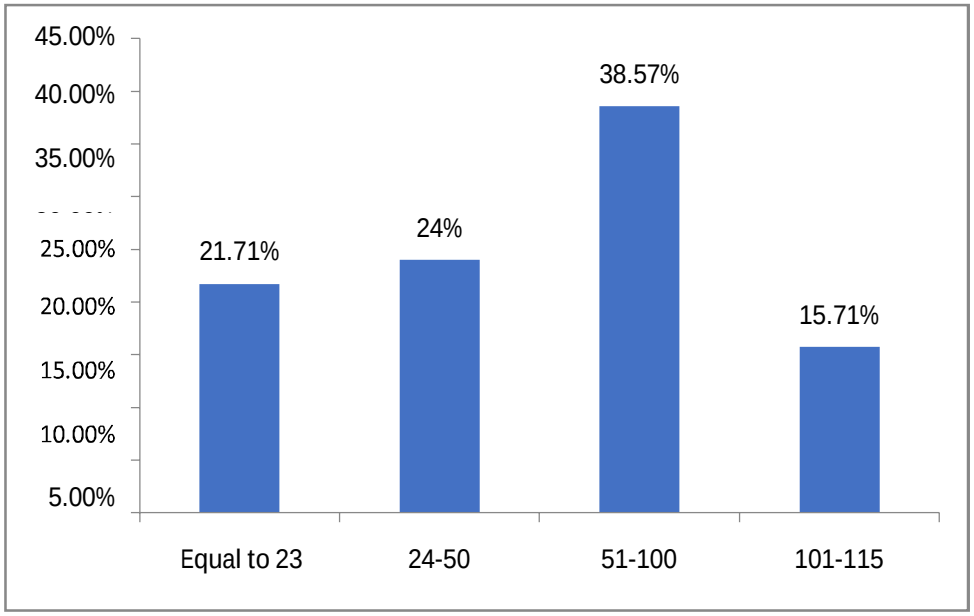
EQ (Emotional Quotient) valued now arranged into ascending order using data array method. Minimum EQ observed was 23and the maximum was 115.

The respondents having score of 23 have extremely low Emotional Quotient while those having score of 115 having extremely high EQ and those having score of 69 have moderate EQ.

Table 2: Frequency Distribution of EQ (Emotional Quotient)

S. No.	EQ	No. of Respondents	Percentage
1.	Equal to 23	76	21.71%
2.	24-50	84	24%
3.	51-100	135	38.57%
4.	101-115	55	15.71%
	Total	350	100

Source: Agarwal, P. & Saxena, K. (2014) A Study of Effect of Emotional Intelligence on Leadership Practices in selected manufacturing organization of Northern Rajasthan and NCR, MLSU [Doctoral Thesis, MLS University



Graph

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Table 3: Showing significant relationship between emotional quotient and theperformance of healthcare sales professionals

z-Test: Two Sample for Means		
	EQ Score	*Performance Score*
Mean	60.93428571	32.87428571
Known Variance	940.176185	159.9784
Observations	350	350
Hypothesized Mean Difference	0	
z	15.82686261	
P(Z<=z) one-tail	0	
z Critical one-tail	1.644853627	
P(Z<=z) two-tail	0	
z Critical two-tail	1.959963985	
		H_{01} Rejected

Source: Researcher's creation

The rejection of the null hypothesis (H_{01}) in the z-test indicates a significant relationship between Emotional Quotient (EQ) and the performance of healthcare sales professionals. The z-statistic of 15.83, far exceeding the critical value of 1.96 for a two-tailed test at a significance level of 0.05, provides robust evidence supporting this assertion.

This outcome suggests that EQ plays a pivotal role in shaping the performance of healthcare sales professionals. EQ encompasses essential skills such as empathy, effective communication, adaptability, and stress management, all of which are highly relevant in the context of healthcare sales. Professionals with higher EQ levels are likely to better understand and cater to the needs of healthcare clients and providers, leading to enhanced performance outcomes.

VI. CONCLUSION

The study revealed that EQ plays an important role in the performance of the healthcare sales professionals. The z-statistic of 15.83, far exceeding the critical value of 1.96 for a two-tailed test at a significance level of 0.05, provides robust evidence supporting this assertion. The higher EQ scores indicate the better performance of medical representatives.

VII. LIMITATIONS OF THE STUDY

1) Sample Size: The study may have limitations due to the sample size, which might not fully represent the entire population of healthcare sales professionals in Southern Rajasthan.

2) Regional Focus: The research focused specifically on Southern Rajasthan, which limits the generalizability of findings to other regions or healthcare markets.

3) Self-Reporting: The study relies on self-reported data for emotional intelligence (EQ) and intelligence quotient (IQ), which may introduce subjectivity and potential biases in responses.

4) Cross-Sectional Design: The study employs a cross-sectional design, which may not capture changes in MIQ and performance over time.

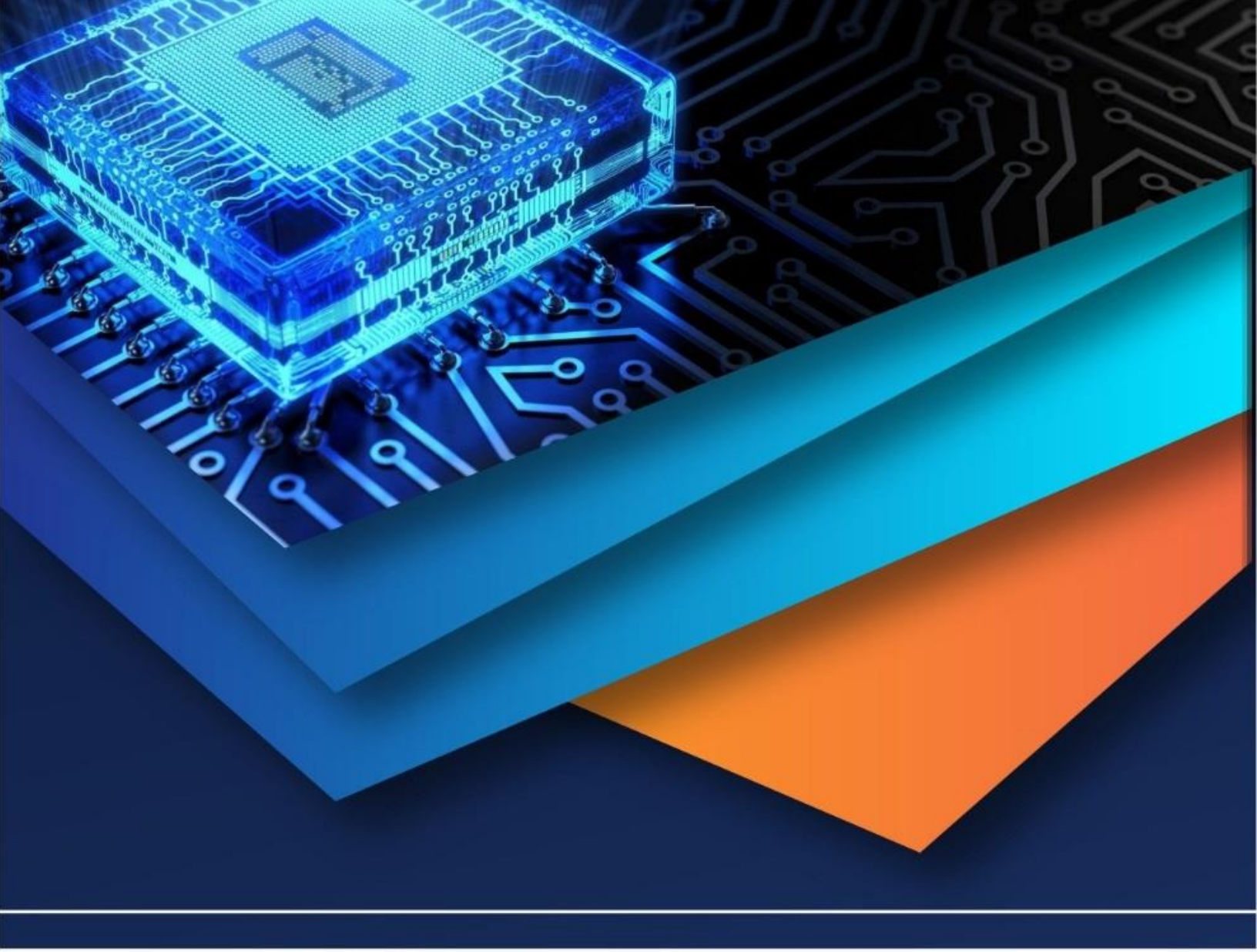
5) Response Bias: There may be a response bias in self-reporting, where participants may provide socially desirable answers, impacting the accuracy of data.

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