



## Impact of Motivation on Sales Force Performance and Turnover Intention pharmaceuticals Industry

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### Abstract

Sale force motivation is considered strength for any organization which energizes the workers in the direction of achieving particular objectives and goals of any organization. In these days, this is the important and burning hitch within organizations because each organization requirement is to make the good use of their human and financial resources. Most important intention of this research is to make inquiries regarding various types of issues which influence the sale force motivation within Pharmaceutical industry of Southern Punjab. The result provides that what is degree of motivational which influence the employee's performance and turn-over intention. Already published questionnaires at these variables with near about Cronbach's alpha .70 were used to collect data from the sale force of South Punjab pharmaceutical industries. Regression and correlation analysis applied to find the relation between variables. The outcome of this research shows that there was significant relationships exist among sale force motivation as well as sale force performance and turnover intention.

The findings show that financial motivation had significant positive relationship and non-financial motivation had a positive relationship to the sale force performance as well as expected relationship was identified between sale force motivation and turn-over intention. The outcome of this research shows that sale force effective training has a positive and significant relationship with performance and negative relationship with sale force turn-over intention. The result of this study shows that the sale force motivational level was significantly affected with training.

**Keywords:** Sale Force Motivation; Maslow's Theory; Sale Force Empowerment; Effective Training; Employee Recognition.