

## Abstract

Consistent performance and good quality of work is very much necessary for the businesses. Here much more factors to loosing employers performance in market. worker departure is more excessive ratio in businesses sector nowadays, and that is very poor challenging issues in organizations specially in Pharmaceutical sector Pakistan The effect of employee departure is concentrated by upper level supervisors also researchers as well. The actual reason of this work is to locate the various reasons and address these problems in both national and MNC's pharmaceutical companies in Pakistan, The study will be focus a reputation of these sectors on behalf of employees view and how to control employees quitting a services from the company and find out the reasons and working on them and others control employee attrition and also retain the salesforce. One more important thing is noted during research conducting and analyze is job stress but we can measure job stress on sales force is only and only targets and only targets which are given by company to employee There is a lot of difference between national and multinational Pharmaceutical companies, in terms of hiring, training, and retaining, Employee motivations plans are important role in employee staying long term in the company. Human resources Department Measure all thing even they conducting interview, etc. for good hiring people of the organization, nowadays employee leaving the organization is too much critical issues, by employer, even they can hire them, when only single employee leaves the company specially in pharmaceutical sector, company loses their sales in specific territory in terms of volume and units, but this is the only industry in Pakistan where can huge and high turnover in sales and marketing profession as compare to all other industries, even more and more yearly new pharmaceutical companies are coming up in market where an for employee have extra another opportunities are available, but still in this medical profession of sales and marketing the turnover rate is seeing high. Employees leave for various reasons First thing is that undue Sales Pressure by company, secondary things are happen included extra difficult task given by supervisor / manager ambiguous unchallenging task, poor concentration of manager, inadequate support, lack of appreciation and no career growth in the company,

perceived that employee received pay an equity as compare to other employees and also advantage of achieved more favorable jobs in different companies Exit policies are important for the employees of multinational companies but not for the employee of national companies Sales targets should also be realistic and flexible in accordance with the market conditions including good compensation as compare to the competitors & make best strategy about employee retention, from no worries to consultative and caring or laissez fair where individual grievances are considered note worthy

### **Key Words**

**Employee Turnover, Pharmaceutical Companies, Pakistani Pharmaceutical Industry, Job Stress, undue Sales targets**