

Long Service Award Winner feted

Mr Chanchal Kumar Chadha, Delhi HQ (Emedia Line) joined the Company as Medical Rep. on 1st April, 1977 at Chapra HQ in Bihar. Thereafter he worked at Azamgarh & Gorakhpur in U.P. and finally on his request was transferred to Delhi HQ in the year 1994.

During the association with the company, Mr Chadha gave ample demonstration of his selling prowess in boosting trade business in general and promoting the 400 ml pack of Polybion Syrup in particular during his stay at Gorakhpur. Through his innovative ideas while working at Gorakhpur explored newer avenues of institutional business particularly Railways in U.P. While in Azamgarh he handled challenging situations prudently and confidently to maintain the congenial rela-



Mr HG Broetz presents the Long Service Award to Mr C K Chadha

tions with the trade and the company.

Happily married with Ms Rimi, Mr Chadha is a proud father of two smart and intelligent sons who are also making their presence felt for their excellence in lawn tennis.

Mr Chadha is a soft spoken,

affable, loyal and devoted worker and with his experience and knowledge is proving an asset to Delhi city team (Emedia) where he is presently working.

The presentation of the Long Service Award to Mr C K Chadha took place during the recent visit of MD Mr HG Broetz to Delhi.

MERCKNEWSCAN



Mercknewscan is a regular newsfeature on interesting topics related to personal development, employee welfare, and other key issues vital to every Merck employee.

CHANGE OF ATTITUDE



A sure key to success - W. Seymour Holt

During my years as Marketing Vice-President for the Sales & Marketing Division of a large pharmaceutical firm, I was fortunate to have some autonomy. This allowed me to practice a novel concept: It was called, humour. Lightening up meetings with a joke or two was never a part of this excellent company's management philosophy. But I found that humour made a world of difference in the attitudes of those who worked with me. A recent study proves that humour improves corporate efficiency. When researchers monitored the effect of humour on 322 employees of a Canadian financial institution, they found that the managers who used humour the most had the highest levels of employee performance. Humour is the kinder, gentler approach and undoubtedly a better way of improving people's attitudes.

Changing attitudes is the primary function of management. A sales manager's main responsibility is not to do all the selling himself, which would hardly be possible

problems of the lowest performing group and do what he can to help. As for the top performers, I never needed to speak to them about increasing sales, but I had a technique for getting them perform even better. I learned this at the race track, where stimulating the thoroughbreds is nothing more than the sound of thundering hoofbeats coming from the back. When they hear this, the adrenalin starts flowing and they quickly distance themselves from the sound of the oncoming pack. Top performers love challenge and when someone from the middle group tries to catch them, they will do even better.

Stimulus and Response

But managers cannot simply lump workers into specific groups. They must gain knowledge of each individual as it relates to accomplishing the task at hand. When it comes to changing attitudes, not all people respond to the same stimuli. Managers must understand that everyone is different and has different attitudes.

HALE-N-HEARTY

ARTHRITIS

General Instructions

Arthritis is inflammation of the joints, which manifests in the form of pain, stiffness, swelling and in severe cases deformities.

- ii) Add green vegetables, such as cabbage, cauliflower, spinach
 - Salads viz. lettuce, tomato, cucumber, spring onions
- iii) meat
 - ii) Eat excess of nuts and fried foods
 - iii) Have sour and high protein foods, like chana, rajma etc.