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# **Influential Factors on Sale Performance of Mazandarans Production Companies**

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**The object of this study is to determine influential factors on sale performance of manufacturing companies of mazandaran. Research society includes small and intermediate companies of mazandaran. We have determined 196samples and distributed questionnaire among them. After gathering data and coding them, we have analyzed them by structural equation technique and lizrel software. The result showed there is direct relation among company job making tendency And customer oriented sale to attracting capacity. There is direct relation among company job making tendency and customer oriented sale to sale performance. There is direct relation among attracting capacity and sale performance.**

**Keywords : company job creating tendency, customer oriented sale, sale performance, attracting capacity and sale performance**

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