The Relationship between sales force reputation and customer behavior with an emphasis on the mediating role of empirical value added sales force; Rossen Darman Pharmaceutical Trading Company

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Abstract Competition in the drug distribution organizations are always concerned about the development of management skills so that they can gain competitive advantages to their target market. Build a relationship with the consumer, particularly of the type of organization is the most important goal Which can be considered the main competition. On this basis must invest the benefits of the sales force. Their position in relation to market activities associated with the organization will be known. In recent years the value of the customer experience as a major issue in targeted marketing pharmaceutical products in order to create experimental values for customer satisfaction and loyalty has taken a new form. Along with an increased focus on customer value, researchers specifically examined the role of the sales force have started the process of creating value. The main reason behind this interest is that the customers are interested in establishing long-term relationships. And increasingly demanded by retailers are offering value-added services. Check seller's reputation as an intangible asset and as a source of empirical value added by the seller in the field of drug industry marketing is the subject of this study. Research ahead with the questioning of 50 experts in the field of industrial sales and marketing and distribution of drugs took place. In the first phase convergent and divergent validity of the data and Pearson correlation coefficient between variables were examined. Then, using confirmatory factor analysis to examine the construct validity of the questionnaire. And Finally, using partial least square method was used to test hypotheses. Cronbach's alpha reliability inherit approved research questions is higher

than 0.7. Also, the empirical value added values raised in the assumptions H1, H2, H3 and H4, which are related to the relationship between seller's reputation and credibility with the perception of empirical added value factors, were confirmed. In the H5 hypothesis, which is related to the influence of the empirical value factors added on customer loyalty, only the factor of perceiving service excellence and the perception of satisfactory interaction was meaningful, and in H6 hypothesis, which was related to the effect of the empirical value factors added on the customer's share of profit, only The factors of perceived value proposition and perceived productivity of services have been meaningful. Finally, the H7 hypothesis has been meaningful about the positive relationship between customer loyalty and customer share of profits.

Keywords : Keywords: Reputation and reputation of the seller, the proposed value, service efficiency, service excellence, enjoyable engagement