

# **Investigating the Effect of Customer Organizational Citizenship Behavior (COCB) On Salesperson's Outcomes Productivity (Case study: Salespersons of Pegah Company in Guilan Province**

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**The present research investigates the impact of customer organizational behavior on sales efficiency gains. Accordingly, the present study is an applied-research survey aimed at answering the main question of the research "Is Customer's Citizenship Behavior Affect Salespeople Sales Performance?" Pegah's vendors in Guilan province as a research statistic community, and 96 of the vendors of this company have been ed as the statistical sample of the study. The research data were collected through a questionnaire tool whose validity was confirmed by content analysis and its reliability was confirmed by Cronbach's alpha method. Data collected through structural equations using SPSS and Smart PLS software were analyzed. The results of the analysis showed that customer's customer behavior was positively and positively influenced by the seller's assessment of the customer, customer-oriented sales performance, seller's behavioral behavior, and the profitability of the seller's achievements. The impact of customer-centric sales performance has been confirmed on behavioral performance and productivity gains of the vendor. Also, the effect of seller behavior on sales performance gains was positive and significant. In the study of indirect effects, the role of mediating the customer-oriented sales performance variable and the seller's behavioral behavior in the relationship between customer behavior behaviors and the profitability of vendor achievements, the role of mediation of customer-centric sales performance in the relationship between customer behavior behaviors and seller behavior behavior, And the mediation role of the seller's behavioral behavior in the relationship between customer-oriented sales**

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performance and the profitability of the seller's achievements was confirmed.

**Keywords :** customer organizational customer behavior, customer-oriented sales performance, salesperson behavioral performance, seller's performance gains, customer's customer assessment

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