

Abstract: The success of a salesperson's performance is determined by several factors. However, the factors influencing the success are still debatable. This study involved 259 salespeople by distributing 350 questionnaires. A random sample technique was applied in the study. The collected data were analysed using: non-response bias, Amos 21.0 and Sobel test. The results of the study show that the adaptive selling does not have a direct effect on the salesperson performance, but it has a significant indirect positive effect on the selling relationship quality. The customer orientation and the learning orientation have a significant positive effect on the selling relationship quality and the salesperson performance. Additionally, limitations of the study and areas for future research are presented in this paper.

Keywords: pharmacy industry; adaptive selling; selling relationship quality; salesperson performance; customer orientation; learning orientation; customer networking; customer relationship; resources; customer respon capability; services.