



Sales Rep Success Factors

Characteristics of Top Producers

1. They are highly goal-oriented and monitor progress throughout the year.
2. They are obsessed with prospecting and disciplined to do it every day.
3. They have balanced personalities: Assertive and competitive but not aggressive or passive. In other words, they have a desire to win but still put clients' interests first.
4. They tend to be more ethical than mid-level and under-performing reps.
5. They are always curious and have amassed extensive knowledge of their local, territory and/or industry marketplaces. They have deep product knowledge.
6. They build and maintain relationships with a large, diverse group of people to whom they go for business opportunities, referrals and insider information.
7. They are organized in both their personal and professional lives. They have a system of good habits. They treat their time like it's a precious resource.
8. They have the mindset of success: quickly accept responsibility for their mistakes and graciously accept credit for their successes. They tend to be more optimistic than pessimistic.
9. They are unapologetic/unashamed about working in sales and believe that selling is a critically important function in the overall success of the economy.

Behaviors and Actions of Top Producers

1. Networking (minimum # of events, meetings per month)
2. Relationship calls (minimum # of phone calls per week to build relationships)
3. Prospecting calls to prospective clients
4. Coffee – Breakfast – lunch – cocktail meetings
5. Maintain industry relationships
6. Social media
 - a. Max out your LinkedIn profile
 - b. LinkedIn groups and group discussions
 - c. Facebook
 - d. Twitter
 - e. Post industry thought-leadership info several times per week
 - f. Build a large group of contacts/followers/friends
7. Time blocking – they reserve protected time for prospecting
8. Intelligence gathering – Study the market and constantly have their ear to the grape vine searching for rumors and insider information.

9. Client communication (“If you think you are communicating too much, you’re probably not”)
10. They are highly responsive. No leads fall through the cracks. Each lead is treated like an instant-win, scratch-off lottery ticket.
11. Calls are returned much, much faster than 24 hours.
12. Staying front of mind
 - a. Congratulate people on successes
 - b. Recognize people in news
 - c. Send links to articles that remind you of people
13. Ask for the business – call the question – close the deal
14. Negotiation ability
15. Accuracy and attention to detail
16. Time management
17. Discipline (strive to master the Sales Rep Success Factors and continually improve over time)
18. Work-life balance – they take time for fun. In fact, top producers tend to “play hard” but not so hard that they harm reputations.

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