

Here are the 14 most common mistakes of low producer

1. **Low producers focus on products and presentations** – as opposed to the customer and his/her responses. As the old saying goes: A prospect doesn't care how much you know until he knows how much you care.
2. **Low producers talk too much** – by not listening, sellers become product-focused instead of customer-focused.
3. **Low producers over plan** – causing sellers to miss the unexpected opportunities. It may seem advantageous to fill your planners to the rim with meetings with new prospects, but don't neglect the opportunity to service existing accounts.
4. **Low producers don't get the information they need** – good sellers don't assume a customer's objectives, they ask fact-finding, open-ended questions.
5. **Low producers sell product features** – customers are primarily interested in results. Sell benefits.
6. **Low producers don't establish clear difference** – this thereby creates price resistance for them.
7. **When what low producers are doing isn't working, they do it again** – the best sellers confront resistance and change course when necessary, they don't get trapped in the no selling zone.
8. **Low producers lose their mental toughness** – optimism and relaxations are crucial in selling. Sellers have to maintain their feel of success.
9. **Low producers underplan** – seller fail when they sell without specific objectives or don't plan for resistance. They succeed when they are well-prepared.
10. **Low producer underestimate the impact of rapport** – the best sellers adjust their selling style to the customer's relationship needs.
11. **Low producers don't network** – the best sellers gain the cooperation of their inside support team and build an outside network for referrals.
12. **Low producers prospect only when they need sales** – the best sellers continually add new prospects.
13. **Low producers chase potential instead of probability** – many sellers waste their time on big ones that always get away instead of concentrating on their most probable sales.
14. **Low producers don't set goals** – goals work simply because we try harder and longer to achieve them.