

# The Top 10 Characteristics of Top Producers

Paul J. Meyer

*Daily activity is required to be successful in selling. With that said, there are ten characteristics that are evident in every company's top producers.*

*These are the top ten characteristics of those who take daily action:*

1. They are **PERSISTENT** — Persistence is hanging on and continuing to move forward, regardless of the circumstances you face. The truth is, what you set your mind to do, you will do. If you are persistent, the day will come when you accomplish your goal.
2. They are **CONFIDENT** — Genuine confidence comes only from know-how, know-how comes only from experience, and experience comes only from taking action. Activity provides you with the confidence you need.
3. They have a **DO-IT-NOW MINDSET** — Put simply, this is the opposite of procrastination. If we procrastinate, we are immobilized, frozen, and we begin to rationalize away the activity that is the very way to success in selling. Instead, you have to put an end to procrastination — make up your mind to take action now!
4. They **REPEAT THE BASICS** — It is repeating the basics over and over that takes you to the top. Repetition of the right action produces success.
5. They are **FEARLESS** — The potentially debilitating fear of rejection, and any other fear, can be completely obliterated with daily activity. Through activity, you overcome every fear, every obstacle, and everything that hinders your success because through activity, you gain self-confidence, knowledge, and experience.
6. They **PLAN, DO, AND REVIEW** — In all you do, plan for each day; do it — take action on what you have planned and review the results so you can do it again tomorrow.
7. They are **MOTIVATED** — Whatever your reasons for your actions, let them drive you to action. That way, when the going gets tough, your strong motivating reason will push you through.
8. They have **DESIRE AND DETERMINATION** — A burning desire for achievement marks the difference between a real goal and a mere wish. Connected to strong desire is dogged determination. Use desire and determination to maximize your time and get the most out of your activity.
9. They form **GOOD HABITS** — Form the habit of doing what a failure will not do — take action! It is then easier to take action every day because it has become a habit.
10. They **KEEP THE #1 PRIORITY #1** — Activity should generate money. If it's not, you aren't doing the right activity. Your highest-payoff activity has to stay first.

In sales, there are those who take action on a daily basis and those who do not. The people at the top are those who did it with daily activity... and so can you!

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Since 1960, New York Times best-selling author and one of the founders of the self-improvement industry, Paul J. Meyer, has helped people become successful in selling. To learn some of the techniques that Paul uses for successful selling, order *The Key to Success in Selling... Daily Activity* today, available at [www.pauljmeyer.com](http://www.pauljmeyer.com).

