

# WHAT TOP SALES PRODUCERS REALLY MAKE

By Mike Brooks



**H**ow much do top sales producers really make? That's a question I'm often asked by managers, business owners, and sales reps themselves. I'm a big believer in the 80/20 Rule in sales, and I see it in every company and industry I work in: 20 percent of the input results in 80 percent of the output. I'm sure that you are aware of it as well. In fact, in your own company, there are the top sales producers (perhaps you're one of them), and then there are all the other reps fighting to make sales. So what DO the top sales producers make?

The Associated Press, quoting figures released from a recent Census Bureau report, published an article revealing what the top-earning 20 percent of Americans make in income. They found that the top 20 percent of

the population earns over \$100,000 in annual income. While that's interesting in and of itself, what's even more important is that the top 20 percent were also reported to be receiving over 50 percent of all the income earned in the country.

Now that's BIG. Obviously, what this means is that the other 80 percent of income earners are splitting up the remaining 50 percent. That's a big disparity, and it tells us that the top 20 percent not only make most of the money in the country but that they have a much bigger piece of the pie to split up as well.

While being a top 20 percent producer and income earner is obviously a nice place to be, the next question I get is, "How do I become

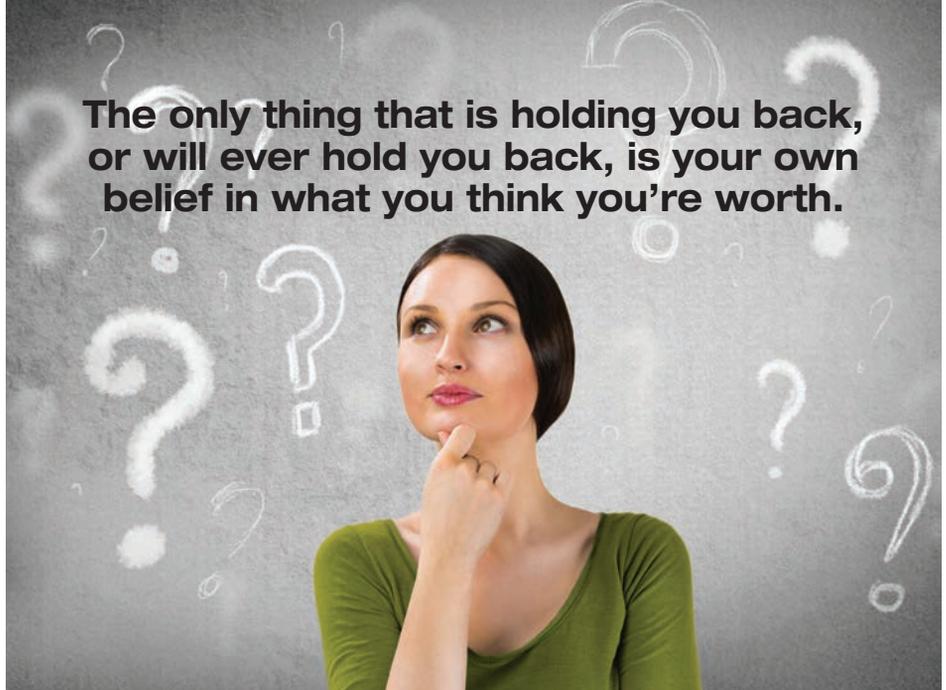
one?" The answer to that question might surprise you. When I ask most sales reps what they think is needed for them to become a top producer at their company, they usually point to all the wrong things. Their usual answers include outside forces: "If the leads were better, then I could produce more sales," or "If the economy was better, then I'd have more opportunities," or "If I had a better product or price point and if the company was better at marketing and generating quality leads, then I'd be able to close more business."

When they ask me what I think, they are sometimes disappointed in my answer. "Here's the real truth," I tell them. "The only thing that is holding you back, or will ever hold you back, is your own belief in what

you think you're worth." In other words, the mental image or picture you hold in your consciousness or comfort zone is the real cause of your income, your health, or your outside anything.

The universal truth is that what you hold in your mind's eye is always manifested outwards. One of my favorite authors, Dr. Robert Anthony, puts it perfectly in his book, *The Advanced Formula for Total Success*:

"Here is an important question: how much can you accept? Your ability to accept [financial success] is determined by your consciousness. We all know people who have more money than they know what to do with, and we all know many people who never have enough. Why the difference? If a person who has virtually nothing is given a large sum of money, within a very short



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time that person will have nothing again. If we divided all the money in the world equally, in a short time the rich would be rich again, and the poor would be poor."

Anthony further notes that many believe that winning the lottery or inheriting from the supposedly ubiquitous wealthy aunt or uncle will make life easy but that instead, this is untrue. When people really do make it rich, their own limited mindsets help them self-sabotage. They find ways to spend the money and go back into their comfort zones, even if that comfort zone includes being not so well-off. Anthony also theorizes that, in contrast, if you made a millionaire a pauper, he or she would—in a very short amount of time—become wealthy again. He believes that mindset plays an important role in how people, rich or poor, live.

I've always said that sales reps have an invisible dollar sign above their heads with a number that represents how much money they think they are worth. This financial self-worth image is so reliable that I used to rely on it to predict a sales rep's future performance. When I hired and managed sales reps, I only had to ask them one question if I wanted to get an accurate idea of how they would do working for me: "How much money did you earn at your last job?" Chances were 90 percent that they would do the same at their new job as well.

For sales reps to begin earning more money, they must first change the number that follows the dollar

sign above their heads. In other words, until they change their financial self-worth image, any changes you're able to force them to make will be temporary, and soon they'll go right back to producing down to their old self-image.

If you want changes in your performance to be permanent, you have to make changes in your consciousness first. There are many ways to do this, and some of the best methods include setting realistic goals and writing affirmation cards that reinforce what it feels like to have already achieved those goals. The key is to pick goals that you can actually believe in because if they are too high, your subconscious mind will reject them before you even start.

Just remember what the real secret to life is: whatever you hold in your consciousness will always find a way to manifest itself in your life. If you want to change what you're worth and begin moving into the top 20 percent, then you first have to modify what you think you're worth. You can begin changing that today! **N**

*Mike Brooks is founder and principle of Mr. Inside Sales, a North Carolina-based inside sales consulting and training firm, and author of the award-winning books on inside sales: The Real Secrets of the Top 20 Percent and The Complete Book of Phone Scripts. Mike was voted one of the most Influential Inside Sales Professionals by The American Association of Inside Sales Professionals, and is THE recognized authority in the industry. For more information, you can visit [www.MrInsideSales.com](http://www.MrInsideSales.com).*