

How to Identify a Bad Manufacturer Representative

Here are key signs and characteristics you can use as a checklist that are often associated with "bad" manufacturing representatives:

- ☐ **Lack of Communication:** They do not respond promptly to emails or phone calls, avoid participating in meetings, or fail to keep clients and manufacturers informed.
- ☐ **Failure to Follow Up:** Consistently neglecting to follow up with leads, customers, or necessary paperwork reflects disorganization or lack of commitment.
- ☐ **Failure to Meet Commitments:** They frequently miss deadlines, neglect deliverables, or fail to follow through on promised actions, putting projects at risk and eroding client trust.
- ☐ **Lack of Initiative:** Rather than proactively seeking out new opportunities or suggesting improvements, these representatives wait for instructions and rarely take ownership of their territory.
- ☐ **Resistance to Feedback:** Instead of learning from constructive criticism, they become defensive or dismissive, making it challenging to foster growth or resolve performance issues.
- ☐ **Extremely High or Unrealistic Demands:** They make demands for compensation, ownership, or flexible schedules that are out of line with industry standards, showing entitlement and self-serving motives.
- ☐ **Blame Shifting:** They regularly blame other team members, managers, or territory limitations for their shortcomings, rather than taking personal accountability for their results.
- ☐ **Unprofessional Conduct:** This includes badmouthing supervisors or previous employers, disrespecting company policies, or behaving in a toxic or damaging way that undermines company culture.

- ☐ **Disregard for Process:** Refusal to comply with established sales processes, skipping crucial steps, or operating as a rogue 'lone wolf' that disrupts teams.
- ☐ **Poor Product or Industry Knowledge:** They don't understand the products they're selling or the needs of their target buyers, resulting in lost deals and unhappy customers.
- ☐ **Frequent Manufacturer Hopping:** A track record of short stays with multiple companies often signals dissatisfaction or underperformance.
- ☐ **Bad Attitude:** Constant negativity, lack of belief in the product, and a tendency to drain team morale can all point to a toxic salesperson.
- ☐ **Inconsistent Updates:** Lack of transparency regarding sales pipeline status or repeated vague updates suggesting minimal actual work.

We are driven to overachieve so that our customers and the premier manufacturers we represent never encounter the issues listed above. To help you evaluate your team and manufacturer representatives, we hope this checklist creates clarity for achieving your goals.

If you need assistance with a project, don't hesitate to reach out to us!

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