

# Combine Gut and Science to Build Your Midmarket Sales Team

Lori Richardson | September 3, 2025

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**Gut vs. Science**

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**Let's Hear it For the Soft Skills**

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**What the Data Reveals**

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**It Takes Work to Be Mediocre**

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**Exercise & Resources**



# Lori Richardson

CEO / Founder, Score More Sales



Isn't our  
gut  
supposed  
to be  
trusted?

# LET'S HEAR IT FOR THE SOFT SKILLS



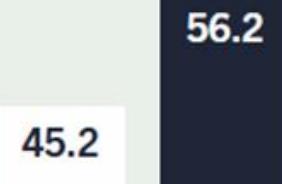


**What the data reveals in Sales -  
Individuals, Team, Managers**



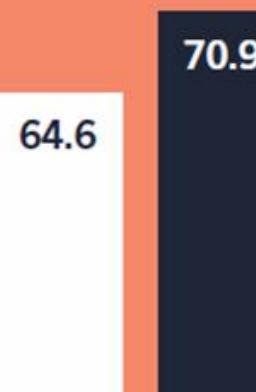
### Tactical Competencies

Selling **skills** needed to successfully find and guide potential customers through the sales process. These are the skills that are most easily observable, and typically the focus of sales training.



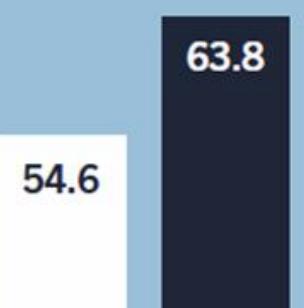
### Mindset Competencies ("Sales DNA")

A sales-specific **mindset** that supports or limits a seller's ability to successfully execute on their Tactical Competencies.



### Grit Competencies ("Will to Sell")

**Measure** the seller's drive to succeed at selling. These competencies are foundational for the seller to make the necessary changes to their Sales DNA and Tactical skills.



Average Score of Performers vs. Non-Performers (N=656)

□ Bottom Performer   ■ Top Performer

From:  
"21 Sales Competencies  
You Need to Drive Sales  
Performance" Objective  
Management Group

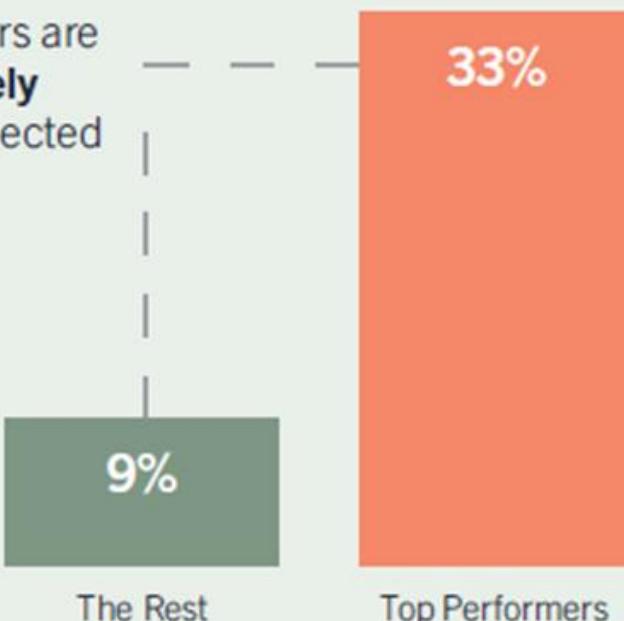
Based on OMG's assessment, top sales performers represented only:

**16%**

OF SELLERS

### % of Salespeople Exceeding Expected Win Rate

Top performers are ~4x more likely to exceed expected win rate



From:  
"21 Sales Competencies You Need to Drive Sales Performance" Objective Management Group

# The Right Data Improves Sales

Pre-Hire

Hiring

Onboarding

Professional Development

*Finding sellers who both CAN and WILL sell with grit*

*Of the many applicants, who will be the best fit for this role?*

*Focus on strengths, and understand where the gaps are*

*Coaching the right actions for revenue growth success*



**It Takes  
Work to be  
Mediocre**

# Exercise & Resources

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