

The background features a white central rectangle with rounded corners. Surrounding this rectangle are several abstract, curved shapes in shades of orange, red, and teal. These shapes are positioned at the corners and edges, creating a modern, geometric aesthetic.

Combine Gut and Science to Build Your Midmarket Sales Team

Lori Richardson | September 3, 2025

Agenda

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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

4

It Takes Work to Be Mediocre

5

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.

45.2

56.2

64.6

70.9

54.6

63.8

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

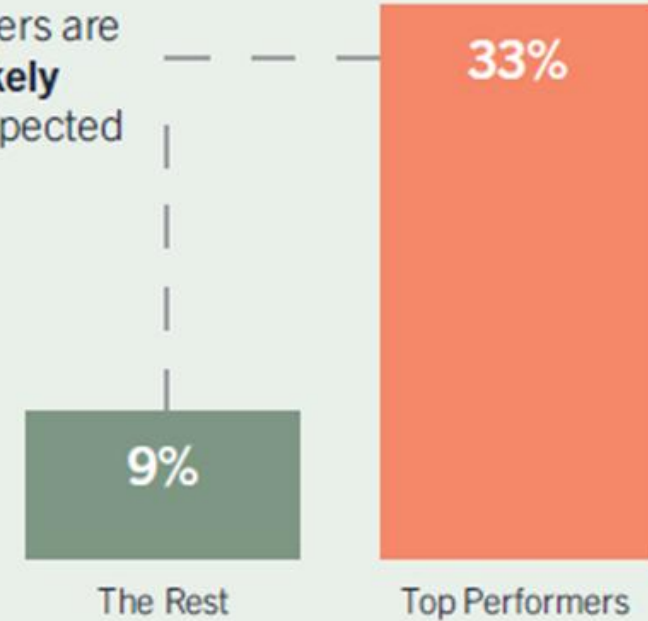
Based on OMG's assessment, top sales performers represented only:

16%

OF SELLERS

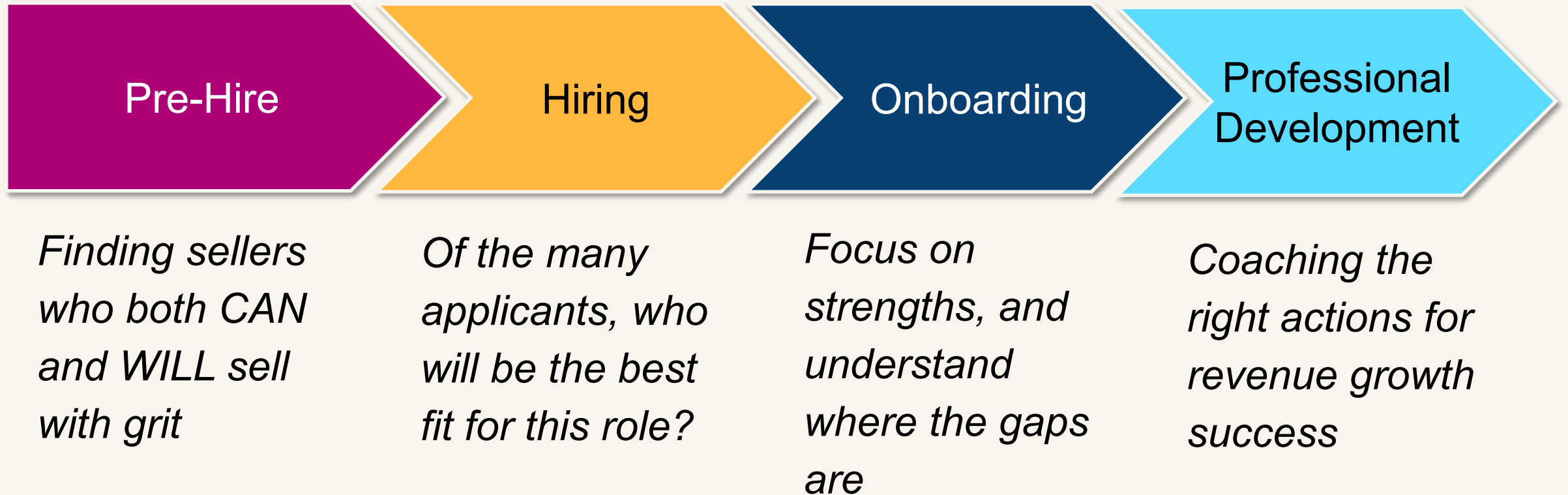
% of Salespeople Exceeding Expected Win Rate

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





**It Takes
Work to be
Mediocre**

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