



THE PATH TO SALES MASTERY

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Introduction: The Path to Sales Mastery

Objective

Equip you with practical tools to move from good to great in sales.

Today You'll Learn

- Why mastery drives growth, income, and customer trust.
- The three dimensions of the *Total Salesperson*.
- How to focus on the right tasks and metrics.

You'll Leave With

- Clarity on your role and priorities.
- A go-forward plan and guide to implementation.

Executive Insight: Mastery isn't talent. It's steady improvement, day after day.

Why Mastery Matters: The Case for Sales Excellence

- Only **58%** of salespeople are committed to improvement
- Just **22%** have strong Sales DNA to succeed under pressure
- A **10% higher win rate = +25% revenue**
- Bottom 50% take **2x longer to close deals**
- Average reps miss quota by **30%+**
- Discounting by average reps cuts margins by **15–20%**

Executive Insight:

Top performers drive growth. Average performers drain profit.

Source: OMG SEIA Global Data, 2024



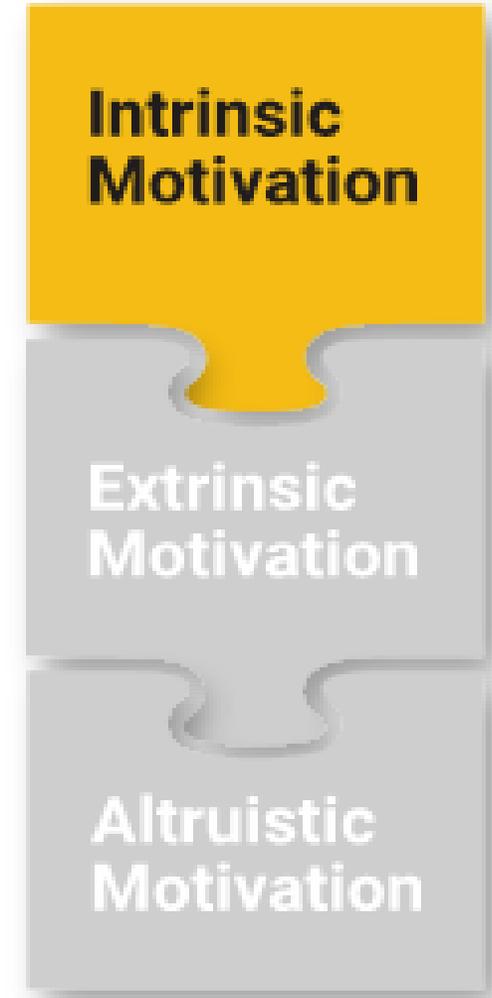
Intrinsic Motivation: Growth from Within

- Some people are motivated by the **challenge itself**.
- Mastery builds confidence through practice and progress.
- It steadies you when markets shift or deals get tough.
- The win isn't just closing deals — it's knowing you are stronger than before.
- Growth itself is the reward that keeps you moving forward.

Executive Insight:

*It's about **challenging ourselves**. Thriving on personal improvement, resilience, and becoming stronger.*

Source: Daniel Pink, Drive (2009)



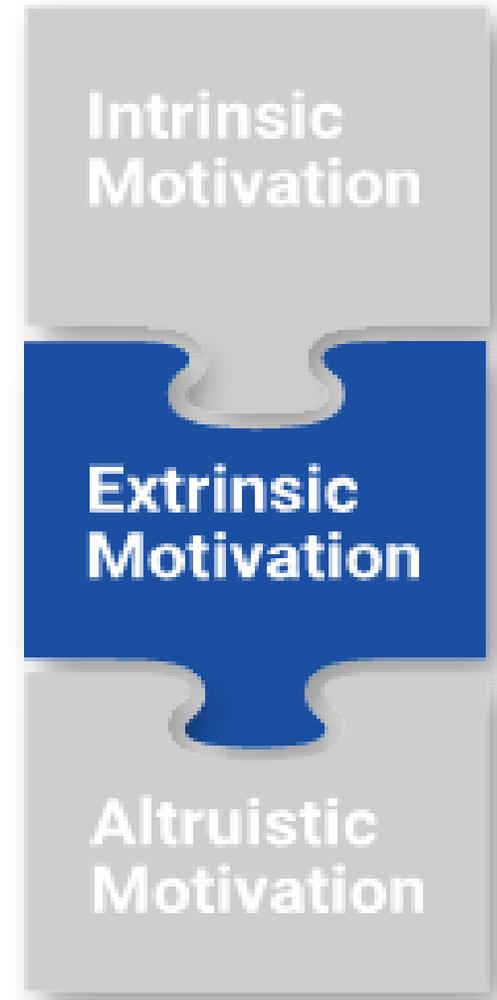
Extrinsic Motivation: Mastery of ROI

- Others are motivated by results they can measure.
- Better skills → **bigger commissions, bonuses, and promotions.**
- Customers and leaders notice when you perform above average.
- Mastery accelerates career growth and recognition.
- **Your paycheck becomes proof of your progress.**

Executive Insight:

*Driven by **visible results**, higher commissions, recognition, and promotions. Progress is measured in numbers and rewards.*

Source: McKinsey Global Sales Report, 2023; OMG SEIA ROI Data, 2024



Altruistic Motivation: Helping Others Win

- Some are motivated by helping others succeed.
- Mastery lets you guide customers to better decisions.
- It builds **trust and loyalty that last for years.**
- You become a true advisor, not just another rep.
- When you grow, your customers and your team win too.

Executive Insight:

*It's about **impact**. Fueled by guiding customers, building trust, and enabling others to succeed, their success is shared success.*

Source: McKinsey Global Sales Report, 2023; OMG SEIA ROI Data, 2024



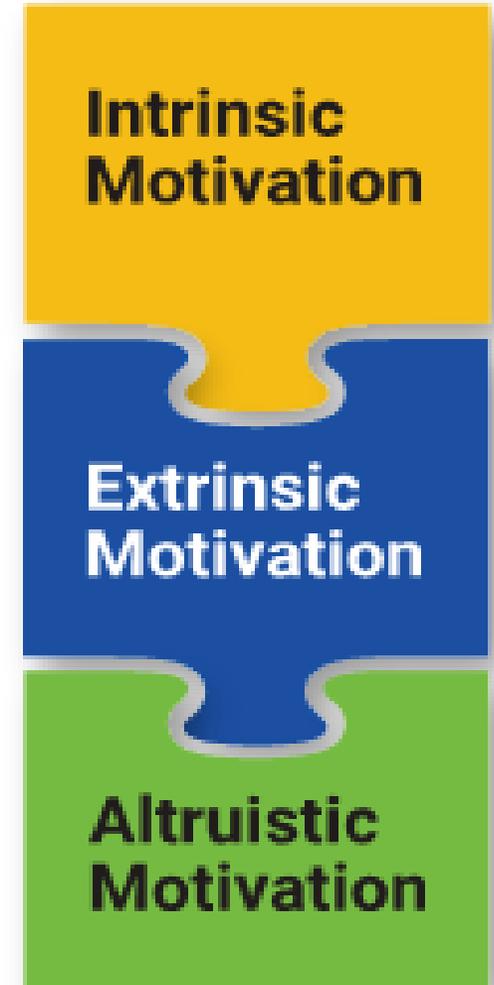
The Total Salesperson: All Pieces Matter

- Success requires more than one strength.
- **Will to Sell** provides the drive to persist through challenges.
- **Sales DNA** shapes the mindset and beliefs behind every conversation.
- **Tactical Skills** are the visible daily moves that create results.

Executive Insight:

*No single strength is enough. True mastery requires the right **drive, mindset, and skills working together**, miss one, and performance breaks down.*

Source: Duckworth, Grit (2016); OMG SEIA Global Data, 2024



Will to Sell: The Heart of Success

It's about grit — pushing through rejection and discomfort.

#	Competency	Description	Average Score (all)	Average Score (Top 10%)	% of Strong Salespeople
1	Desire	How badly do they want success?	76	91	86%
2	Commitment	Willingness to do whatever it takes (ethically)	55	78	63%
3	Responsibility	No excuses; owns results	45	70	45%
4	Outlook	Positive attitude, resilience under pressure	70	76	65%
5	Motivation	Intrinsic drive to push beyond comfort zone	63	83	79%

Executive Insight: Without Will to Sell, skills and tools don't matter.

Source: OMG SEIA Global Data, 2024

Sales DNA: Your Natural Wiring

Sales DNA is the hidden wiring that shapes execution — and only **22% of salespeople** have it strong enough to consistently perform under pressure.

#	Competency	Description	Average Score (all)	Average Score (Top 10%)	% of Strong Salespeople
1	Doesn't Need for Approval	Asks tough questions	71	90	41%
2	Stays in the Moment	Focus, active listening	78	86	36%
3	Comfortable Discussing Money	Doesn't evade/force the topic	58	89	43%
4	Supportive Buy-Cycle	Doesn't tolerate stalls/excuses	38	58	23%
5	Supportive Beliefs	Productive thought patterns	78	86	13%
6	Handles Rejection	Bounces back, keeps going	69	85	82%

Source: OMG SEIA Global Data, 2024

Tactical Skills: Execution That Delivers

#	Competency	Description	Average Score (all)	Average Score (Top 10%)	% of Strong Salespeople
1	Hunting	Finds new business	58	78	40%
2	Relationship Building	Develops trust and rapport	44	51	43%
3	Reaching Decision-Makers	Gains access to key buyers	42	70	26%
4	Consultative Selling	Asks questions, uncovers needs	42	67	13%
5	Selling Value	Sells outcomes, not price	56	82	32%
6	Qualifying	Confirms fit, authority, budget	49	75	20%
7	Presentation Approach	Tailor solutions to prospects	73	87	68%
8	Closing	Gains commitment, drives decisions	57	77	35%
9	Following a Sales Process	Stays disciplined to sales steps	48	71	33%
10	Using Sales Technology	Uses tools effectively for selling	41	60	19%

Source: OMG, 21 Core Sales Competencies, 2024

Breakouts

Breakout: Define Your Role Clearly

Goal:

Clarify what mastery looks like in your role by comparing how you spend time to common benchmarks.

Action Plan:

- Review your calendar, inbox, and reporting to see where your time goes
- Compare to a list of common sales or sales manager tasks
- Highlight which tasks represent mastery-level behaviors
- Identify tasks that are distractions or low-value

Outcome:

By defining your role against benchmarks, you uncover where your effort creates the most customer impact and revenue.

Source: Internal best practice; OMG SEIA Global Data, 2024

Breakout: Define Your Role Clearly – Sales Managers

	Tasks	Sales Managers OMG Benchmark	Sales Managers Real Average
Manager Functions	Coaching	50	19
	Motivating	10	10
	Accountability	15	13
	Recruiting	5	3
Other Functions	Crisis Management	5	12
	Internal Issues	5	13
	Compensation	1	4
	Organization	1	4
	Strategy	3	12
	Direct Selling	5	10
	Total	100	100

Salespeople mirror these allocations in their own time use (except pure management tasks)

Breakout: Time Blocking for High-Impact Tasks.

Goal

Compare how you currently spend time to where you should be spending it.

Action Plan

- Mastery tasks include coaching, prep, follow-up, and closing activities
- Review your current calendar: where is most of your time going?
- Where can you block time for mastery tasks each week?
- Commit to one block of time you will protect starting now

Outcome

Mastery grows when you block time for the work that drives performance.

Source: Harvard Business Review, 2023

Breakout: Identify Key Metrics to Track

Goal

Focus on the key sales metrics that drive performance and mastery.

Action Plan

- Review the KPIs listed in the next slide
- Compare against what you and your team currently track
- Identify gaps or areas where metrics aren't measured consistently
- Discuss how these metrics connect to mastery-level behavior

Outcome

Clarity on which metrics matter most, and alignment on how to measure them consistently.

Source: OMG SEIA Global Data, 2024

Breakout: Identify Key Metrics to Track

Weekly

- Follow up – client committed
- New meetings
- Number of meetings required to close
- Length of the sales cycle
- Call reports
- Salespeople over/under goal
- Schedules and calendar

Monthly

- Account retention
- Balance of the pipeline
- Closing percentage
- Margins
- Profitability by salesperson
- Quality of the pipeline
- Quantity of the pipeline
- Stages of the pipeline
- Target account status
- Top 5 opportunities

Quarterly

- Cost per sales call

Annually

- Cost per sales call
- Average account size
- Average order size
- Customer feedback

Tools & Templates: Turning Plans into Action

You don't have to figure this out alone.

- Use worksheets to connect tasks with outcomes.
- Use templates to build and track your plan.
- Use frameworks to hold yourself accountable.
- You can be part of our **Sales Council**:
 - **OMG Skills Evaluation**
 - **Peer Networking & Issue Sharing**
 - **Hot Seat Reviews**
 - **Skills & Process Training**
 - **Premier Content & 1:1 Coaching**

Role Clarity
(Define Role)

Key Tasks
(Focus Behaviors)

Metrics
(Track Progress)

Habits
(Daily Routines)

Source: Internal best practice resources

Takeaways: What We've Learned Together

- Mastery matters for growth, income, and customer trust.
- It requires grit, mindset, and skills together.
- Breakouts gave you clarity on role, tasks, and metrics.
- Your guide helps you turn clarity into daily habits.

Executive Insight:

The top reps earn the most. Mastery is the difference-maker.

Source: McKinsey & Co., Global Sales Performance Report, 2023





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