



# USING SALES DATA TO OPTIMIZE PERFORMANCE

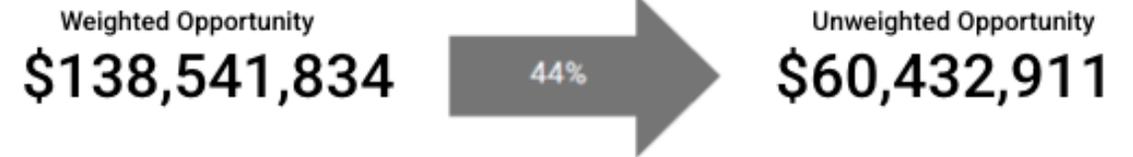
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# The Stakes: Why Data Matters

- Sales underperformance = **high cost** in revenue, morale, and market share.
- Intuition-driven decisions create **blind spots**.
- Elite organizations use **sales data** to:
  - Hire smarter
  - Coach effectively
  - Improve forecasting

## THE WEIGHTED OPPORTUNITY



# What Sales Data Includes

Five key dimensions executives must measure:

1. **Will to Sell** (grit, drive, commitment)
2. **Sales DNA** (mindset & hidden barriers)
3. **Core Competencies** (skills to execute)
4. **Managerial Effectiveness** (coaching & leadership impact)
5. **Sales Process Alignment** (strategy vs. execution)

## The “heart of sales success” (5 core competencies):

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

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

## Motivation Tendencies

- Loving to win / Hating to lose
- Spending to create pressure / Self-rewarding performance
- Being pressured / Self-pressure
- Being closely managed / Self-management
- Competing against others / Self-competition
- Recognition / Satisfaction
- Has something to prove

## Motivation Attributes

- Enjoys Selling
- Has Personal Goals
- Has Written Personal Goals
- Has Written Personal Goals with Date
- Meaningful Goals
- Plan for Reaching Personal Goals
- System to Track Goals

**Intrinsic Motivation**

**Extrinsic Motivation**

**Altruistic Motivation**

The hidden strengths/weaknesses that shape execution:

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

Only **22%** of salespeople have strong Sales DNA

# Sales DNA - Supportive Beliefs

## ✘ Limiting Beliefs

“Prospects hate being called.”

“Price is the only reason we win/lose.”

“I can’t reach decision-makers.”

## ✔ Supportive Beliefs

“Outreach creates opportunities.”

“Value differentiates us.”

“Decision-makers want to solve problems.”



Only **33%** of salespeople have supportive beliefs

# Tactical Competencies

## 10 tactical competencies that drive execution:

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

# Tactical Competencies - Closing

## Closing Components:

- Gets Prospect to Agree to Make a Decision
- Will Meet with the Decision Maker
- Will Find a Way to Close
- Not Likely to Take "Think it Overs"
- Unlikely to be Derailed by Put-Offs
- Manages Appropriate Amount of Patience
- Closing Urgency
- Isn't Hoping to be Liked
- Will Stay in the Moment at Closing Time
- Won't Make Inappropriate Quotes



Only **6%** of salespeople are strong closers.

Reps are **3.4x more likely to close** when they are strong in consultative selling and qualifying.

Data also measures your **sales leaders**:

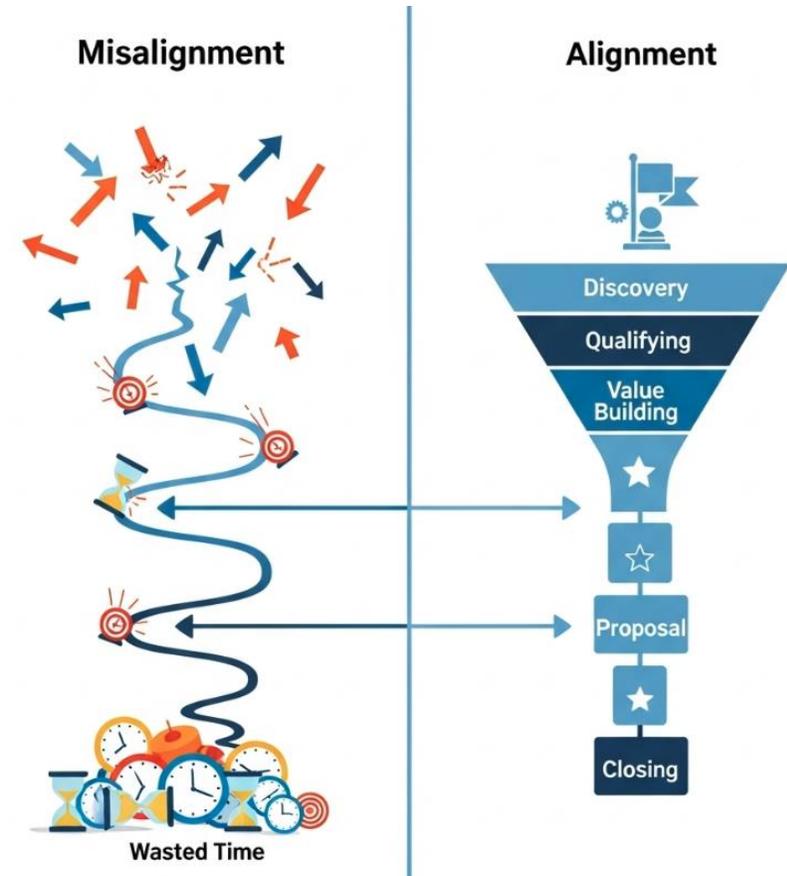
- **Ability to coach effectively:** Consistent coaching yields a **28% revenue lift** from coachable sellers. When coaching is both consistent and effective, the lift is **43%**.
- **Holding reps accountable:** More than **half of sellers** make excuses, which signals a culture issue unless leaders enforce clear standards.
- **Driving consistent process adoption:** Only **44%** of sellers are following their company's sales process.
- **Motivating and inspiring their teams:** When sellers trust and respect their manager, coachability **risers 33%**, showing better Outlook and Responsibility.

**Executive Insight:** A weak manager cancels out strong reps.

# Sales Process Alignment

## Components to measure for Alignment:

- Follows stages and steps
- Uses key milestones in correct sequence
- Consistent & effective outcomes
- Little wasted time
- Has/follows an effective process
- Uses an effective approach
- Relationship-based selling
- CRM savvy
- Strategic use of sales scorecard



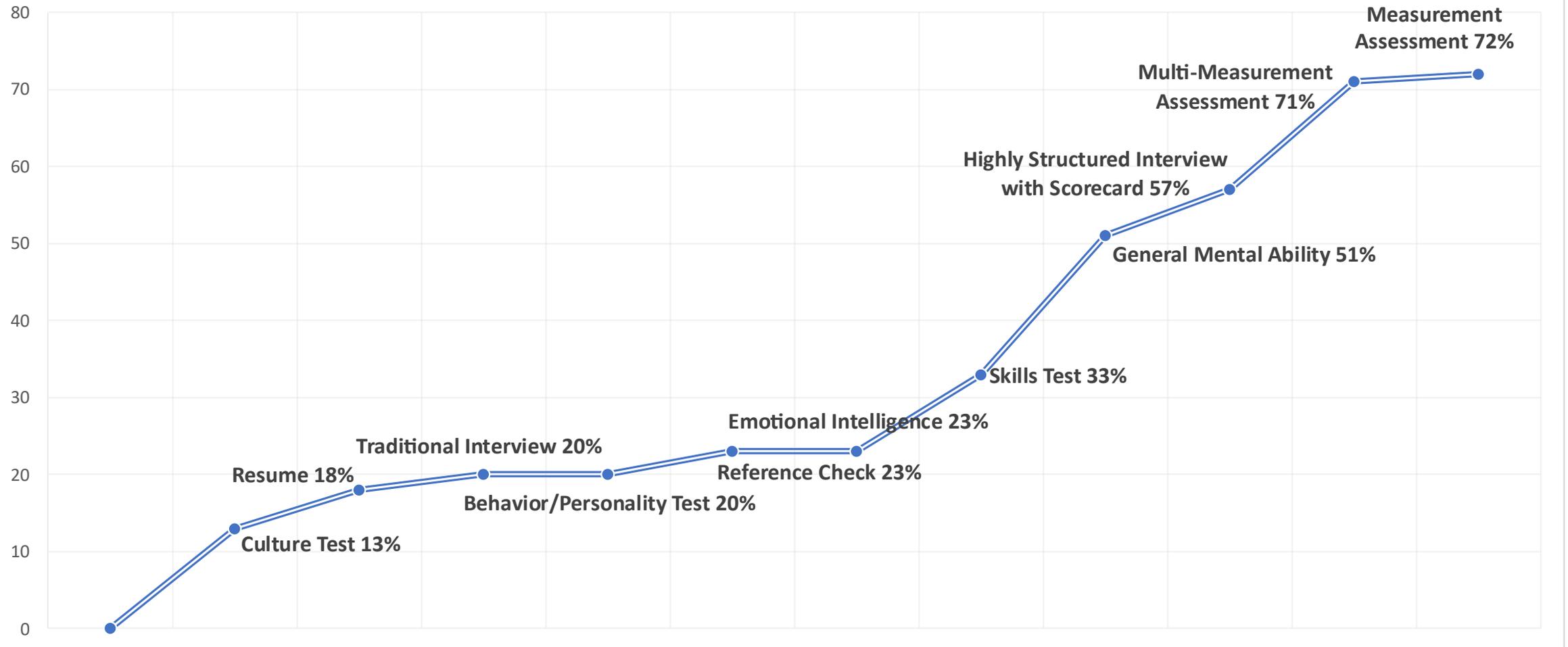
Only **44%** of salespeople follow their company's sales process

## Using Data to Build Stronger Teams:

- **Diagnose** team strengths & weaknesses
- **Coach** and develop existing talent
- **Forecast** with more accuracy
- **Align** managers and reps
- **Hire & Onboard** the right people

# How to Apply the Data

## WHAT ARE THE MOST EFFECTIVE HIRING METHODS?



# Real Case Examples

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## Sales Selection Experiment

- OMG tested business students who had never sold before
- Groups were formed based on **Desire, Commitment, and Sales DNA** scores
- All received the **same training, same product, same coaching**
- Results after 3 days of door-to-door selling:
  - High Desire & Commitment group made **3× more attempts**

Competencies predict effort and outcomes, even for people with zero sales experience.

## Building a High-Performing Sales Team

- A nondisclosed company used OMG's **Sales Candidate Assessment** to improve hiring
- Focused on **Sales DNA, Core Competencies, and Will to Sell**
- Outcomes within 12 months:
  - **92%** of OMG-recommended hires finished in the *top half* of the sales force
  - **72%** became *top performers*
- Hiring accuracy drove faster ramp-up, stronger culture, and measurable growth

Hiring with data builds stronger teams and reduces costly turnover.

# Wrapping Up

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# Building a Culture of Improvement

- Use evaluation data in **pipeline reviews** to explain why deals stall.
- Pinpoint issues in **commitment, responsibility, and outlook** before they derail results.
- Spot early signs of **burnout or lack of growth** → intervene with precision.
- Managers coach with **confidence** → reps know the **why** behind the feedback.
- Continuous evaluation = continuous improvement.

Data doesn't just measure performance, it transforms **conversations, coaching, and culture.**

- You now see **exactly where sales teams struggle** and why.
- You know how to **pinpoint hidden strengths and gaps** with evaluations data.
- You have a roadmap to **fix issues in hiring, coaching, and execution.**
- You can **turn untapped potential into real revenue growth.**
- The path forward is clear — **insight → action → performance.**

*Our own Sales Council indicated the team was **leaving 47% revenue on the table.***



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