# Why Resilience is the New Must-Have Sales Skill for 2025 and Beyond



## A Data-Driven Analysis from Objective Management Group

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# Introduction

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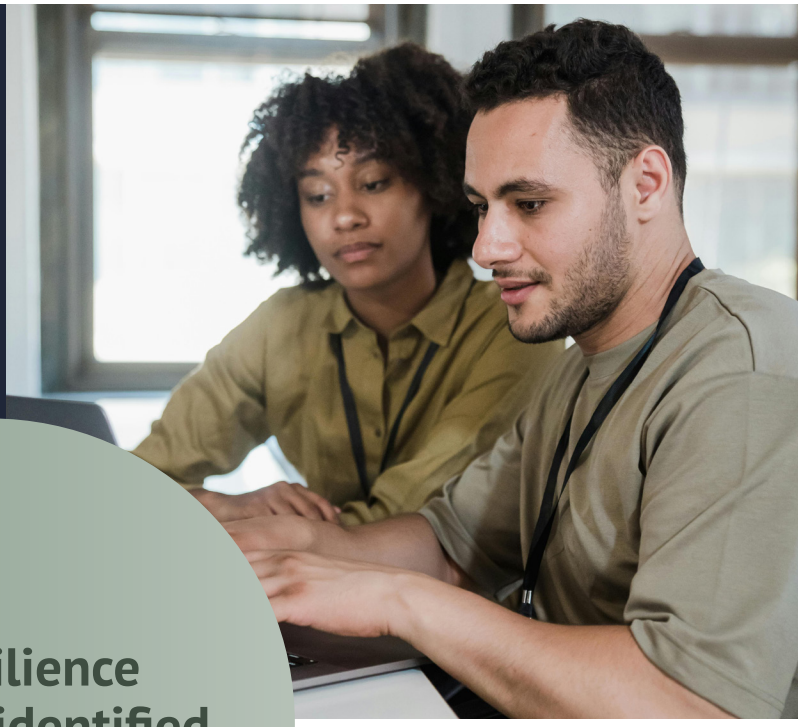
In today's unpredictable business environment, resilience has emerged as one of the most critical competencies for sales professionals and leaders. From economic uncertainty to rapid shifts in buyer behavior, today's sellers face unrelenting pressure to perform. In the face of this complexity, Objective Management Group (OMG) set out to explore a key question: What differentiates top performers from the rest?

Our data reveals a powerful answer — **resilience**.

# What Resilience Looks Like in Sales Roles

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Resilience in sales goes beyond 'staying positive.' It reflects a set of skills and mindsets that allow sales professionals to remain focused, adapt quickly, and maintain productivity in the face of adversity.



## Key resilience behaviors identified by OMG include:

### PERFORMANCE UNDER PRESSURE:

Delivering consistent results even during downturns, disruptions, or uncertainty.

### CLIENT FOCUS DURING ADVERSITY:

Staying centered on customer needs and sales goals amid challenges.

### RAPID RECOVERY:

Rebounding from lost deals or setbacks without lingering impact on performance.

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**Sales leaders with high resilience also demonstrate:**

## EFFECTIVE LEADERSHIP THROUGH UNCERTAINTY:

Maintaining team morale and productivity during stress-filled periods.



According to the World Economic Forum's 2023 **Future of Jobs** report, resilience is one of the top five skills for future readiness. Similarly, it has been shown that **resilient employees are 43%** more productive and 47% more likely to remain with their organization during turbulent times.

# Why Resilience Now

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The modern sales environment is increasingly shaped by forces that are beyond an organization's control—economic shifts, supply chain breakdowns, new regulations, and rapid digital disruption. Traditionally, these dynamics were viewed through the lens of VUCA (Volatility, Uncertainty, Complexity, Ambiguity). But today, the **BANI framework—Brittle, Anxious, Nonlinear, Incomprehensible**—better describes the conditions confronting sales professionals.

01

**Brittle:**

Fragile systems that fail under pressure.

02

**Anxious:**

Persistent unease that clouds judgment.

03

**Nonlinear:**

Unpredictable change with outsized effects.

04

**Incomprehensible:**

Events that defy logic or precedent.

In this BANI world, resilience is more than helpful—it's mission-critical. Sales professionals must be able to **navigate ambiguity, manage stress, and stay productive** when circumstances are chaotic.

# What OMG's Data Reveals

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To quantify the impact of resilience on sales outcomes, OMG analyzed assessment data from thousands of salespeople across industries. Our proprietary research uncovered a clear correlation between resilience-related behaviors and top performance.

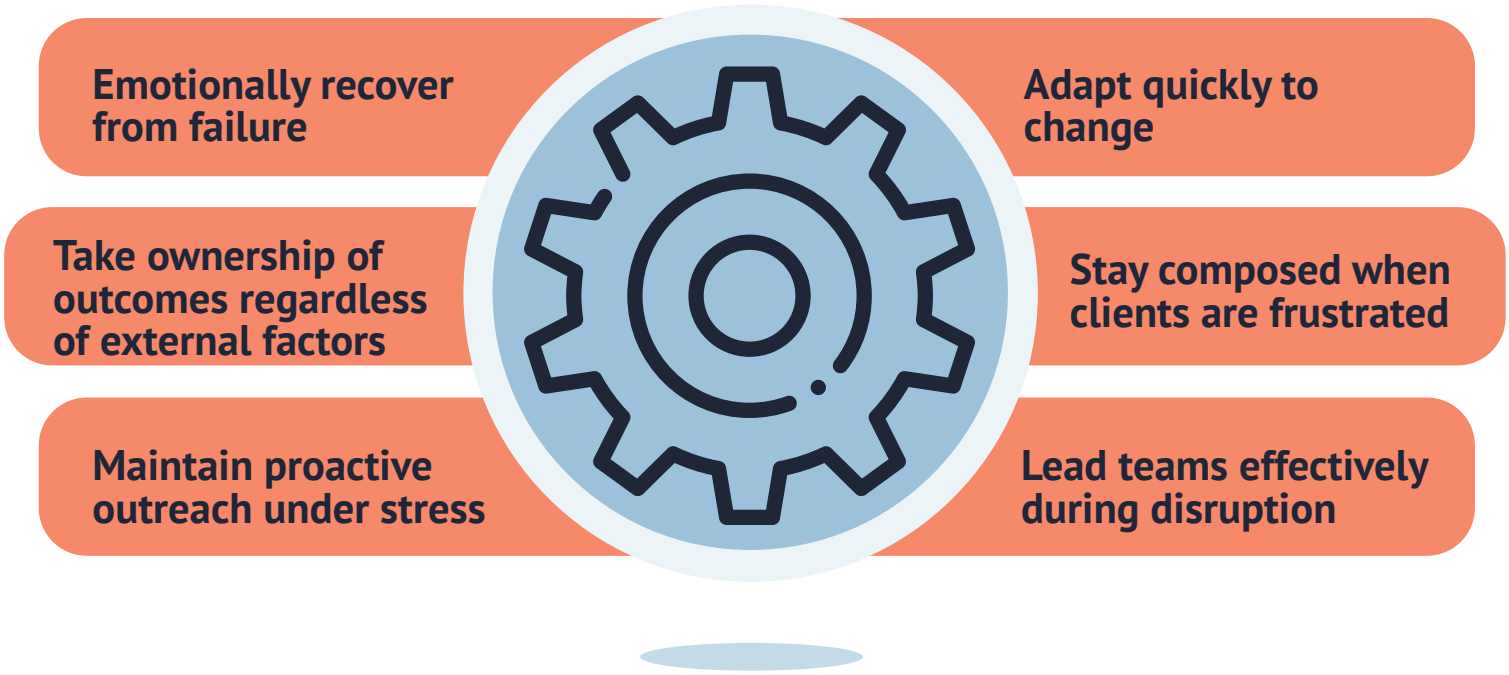
| | High-performing sellers consistently: |
|---|---|
| 01 | Stay in the moment during high-stress situations |
| 02 | Persist more effectively after rejection |
| 03 | Recover faster from setbacks |
| 04 | Maintain steady activity levels despite external pressure |

Top-performing managers also demonstrated an increased ability to lead through adversity, boost team morale, and model resilience for their teams.

# How OMG Measures Resilience

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Through decades of sales performance assessment, OMG has developed 18 proprietary questions that serve as indicators of resilience. These scientifically validated items evaluate a salesperson's ability to:




**While the questions remain confidential to protect assessment integrity, their predictive power is clear: Sales professionals who score in the top 25% on resilience-related factors are twice as likely to be top performers compared to those in the bottom 25%.**

This confirms what many sales leaders have long suspected. Resilience is not a "nice to have." It's a high-impact, measurable competency that separates average performers from exceptional ones.

# Where the Gaps Are

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OMG's research also exposes an urgent developmental gap: many sellers and managers are not prepared to thrive under pressure.

**Across a sample of over 500 sales professionals assessed:**

Only **1 in 5** expressed confidence in achieving targets during economic downturns

**1 in 4** admitted they lacked the resilience to recover from adversity

Nearly **half** reported low confidence in their manager's ability to support them in stressful situations

These findings suggest that while resilience can be identified and measured, it must also be developed through intentional coaching and enablement. Left unaddressed, these gaps leave organizations vulnerable to stalled performance when the pressure mounts.

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# Conclusion

As the sales landscape shifts from VUCA to BANI, resilience is no longer a soft skill—it is a **strategic necessity**. Organizations that proactively assess and develop resilience within their sales teams will gain a clear advantage, especially during times of disruption and economic uncertainty.

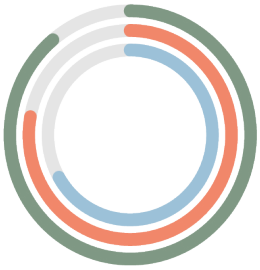
Objective Management Group stands at the forefront of helping organizations future-proof their sales force. With decades of data, validated assessments, and insight into the traits that drive performance, OMG provides the tools to identify, measure, and strengthen resilience at both the individual and team level.

**Empower your sales team to navigate challenges with confidence. Explore how OMG's insights can help you build lasting resilience.**

## Sources:


*World Economic Forum, "The Future of Jobs Report," 2023*.

*Forbes, "From Vision To Value Delivery: 4 Habits Of Highly Resilient Organizations," 2021*.



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