



Objective
Management
Group



BAKER
Communications Inc.

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



Introduction

In today's ever-shifting economic landscape, sales teams face greater volatility, complexity, and pressure than ever before. As uncertainty becomes a permanent feature of the business environment, one characteristic increasingly distinguishes top sales performers from the rest: **resilience**.

Objective Management Group (OMG) and **Baker Communications** have partnered to take a deeper, data-driven look at resilience in sales and sales leadership roles. Drawing on OMG's world-class sales assessment data and Baker Communications' extensive expertise in sales enablement and coaching, we explored how resilience acts as a critical driver of consistent, high-level performance.





What Resilience Looks Like in Sales Roles

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 aspects of resilience in a sales role include:

PERFORMANCE UNDER PRESSURE:

The ability to meet or exceed sales targets during periods of economic downturn, market disruption, or industry stress.

CLIENT FOCUS DURING ADVERSITY:

The ability to remain focused on serving clients and achieving sales goals, even when external circumstances are challenging.

RAPID RECOVERY:

The capacity to bounce back quickly from lost deals, client setbacks, or market changes without long-term performance degradation.

For sales leaders and managers, resilience also involves:

EFFECTIVE TEAM LEADERSHIP:

The ability to lead and inspire teams during turbulent times, keeping salespeople engaged, motivated, and productive when it matters most.



According to the 2023 **Future of Jobs** report by the World Economic Forum, resilience was ranked among the top five skills required for thriving in the future workforce. Similarly, it has been shown that **resilient employees are 43% more productive** and 47% more likely to stay with their companies during times of organizational stress.



Why Resilience Matters More Than Ever in Sales

The sales environment is not only shaped by internal competition but also by external forces that are largely out of an organization's control—economic downturns, supply chain disruptions, industry regulations, and shifting customer expectations.

Historically, organizations looked to VUCA (Volatility, Uncertainty, Complexity, Ambiguity) as the framework for understanding external pressures. However, today's world demands a new framework: **BANI — Brittle, Anxious, Nonlinear, Incomprehensible**. BANI captures the deeper emotional and structural fractures that organizations and individuals face.

Brittle: Systems and processes that appear strong but break under pressure.

Anxious: Persistent worry that inhibits decision-making and focus.

Nonlinear: Events and consequences that are unpredictable and disproportional.

Incomprehensible: Situations and outcomes that defy logic and expectation.



In the BANI world, resilience isn't just helpful — it's essential. Sales professionals must be able to manage anxiety, adapt to unpredictable circumstances, and recover rapidly from events that seem illogical or overwhelming.



Forbes [reports](#) that sales organizations that invest in building resilience capabilities outperform their peers by up to 22% during economic contractions.

As we navigate post-pandemic recovery, geopolitical tensions, and evolving buyer behaviors, resilience is no longer optional for sales success — it's essential.

How Objective Management Group and Baker Communications Assess and Develop Resilience

The groundbreaking work at OMG has led to the identification of 18 proprietary questions within our assessments that speak directly to resilience capabilities.

These questions evaluate:



01/

Emotional recovery after failure

02/

Adaptability to rapidly changing conditions

03/

Ability to maintain prospecting during stress

04/

Ownership of results, regardless of external factors

05/

Equanimity under stress, especially when clients are frustrated

06/

Leadership behaviors that foster resilience in teams

While the specific questions remain confidential to preserve assessment integrity, they provide a scientific foundation for understanding and measuring resilience within sales roles. OMG's analysis has revealed a clear connection between individuals who exhibit strong resilience and those who consistently perform at the highest levels.

In fact, salespeople who scored in the top 25% on resilience-related factors are **twice as likely to be top performers** compared to those in the bottom 25%.

This correlation reinforces what many sales leaders already suspect: resilience is not simply a soft skill—it is a critical predictor of sales success. In today's high-pressure and unpredictable environments, the ability to recover quickly from setbacks, maintain focus, and sustain momentum through adversity is essential. Resilience, as this data shows, is not only measurable, but also actionable. Organizations seeking to elevate sales performance should prioritize the identification, development, and reinforcement of resilience across their teams.

OMG's findings also highlight a significant developmental gap in how sales professionals and leaders are currently prepared to handle adversity. In a review of data from over 500 sales professionals assessed by OMG:



Only 1 in 5 reported strong confidence in hitting targets during economic distress.



1 in 4 admitted they lacked resilience to recover from economic turmoil.



Nearly half of the employees lacked confidence in their manager's support during difficult periods

This suggests that many managers may be under-equipped to lead effectively during times of stress, leaving teams feeling unsupported and less able to perform under pressure. Through Baker Communications' award-winning training programs, organizations can not only assess resilience but also build it.



BCI's enablement programs leverage assessment insights to design targeted coaching and skill-building interventions focused on:



A photograph of three young people (two women and one man) climbing a concrete wall. The scene is set at sunset, with the sun low on the horizon, creating a warm, golden glow. The woman on the left is wearing a white shirt and dark shorts, the woman in the middle is wearing a white shirt and a denim vest, and the man on the right is wearing a blue shirt and jeans. They are all looking down as they climb.

Conclusion

In a world that has evolved from VUCA to BANI, resilience is no longer a “soft skill”—it is a **strategic advantage**. Organizations that prioritize the assessment, analysis, and development of resilience will build sales forces that not only survive tough times but thrive because of them.

With the combined power of Objective Management Group’s data science and Baker Communications’ enablement expertise, companies now have a proven, data-driven path to developing resilient, high-performing sales teams.

Ready to future-proof your salesforce?

Discover how resilience can be your team’s competitive edge. **Contact** Baker Communications today for a complimentary consultation.

Sources:

World Economic Forum, “The Future of Jobs Report,” 2023

Forbes, “From Vision To Value Delivery: 4 Habits Of Highly Resilient Organizations,” 2021