

WHY RESILIENCE IS THE NEW MUST-HAVE

Sales Skills for 2025 and Beyond

In today's ever-shifting economic landscape, sales teams face greater volatility, complexity, and pressure than ever before. One characteristic increasingly distinguishes top sales performers from the rest.

It's not product knowledge. It's not pitch. It's RESILIENCE — and top performers have it.

Over 400 million proprietary sales data points have identified the unique traits of a resilient sales team. Each of these traits are identifiable and coachable, and together, make up your resiliency index. So ask yourself:

Do you know your RESILIENCY INDEX?

TURN INSIGHTS INTO REVENUE THROUGH FOUR SIMPLE ACTIONS

Strengthen Mindset. Sharpen Skills. Win Tough Deals.

DOES RESILIENCE WORK?
 "Organizations that invest in building resilience capabilities **outperform their peers by up to 22% during economic contraction.**"
 — Forbes

1 TAKE THE RESILIENCY INDEX

Find out how well your sales teams are able to:

- Focus on clients during adversity
- Perform under pressure
- Recover and adapt quickly
- Lead during high-stakes situations

2 RESILIENT MINDSET WORKSHOP

Sellers will learn how to:

- Demonstrate greater emotional control under stress
- Show higher persistence rates after rejection
- Exhibit faster recovery times when faced with setbacks
- Maintain consistent sales activity levels during turbulence

3 RESILIENCE COACHING WORKSHOP

Managers will learn how to:

- Maintain team morale
- Course-correct based on market conditions
- Foster a culture of optimism and focus

4 RESILIENT ACTION SPRINT

For Sellers & Sales Managers:

- Six 90-minute virtual burst sessions that will maximize the resilience and impact of any sales team



RESILIENCY INDEX

Resilience is measurable, coachable, and essential. The ResiliencyIndex® is powered by the SalesDiagnostic™ and provides a clear view of how resilience shows up in your team.

WHAT IT MEASURES:

Based on 18 proprietary questions from Objective Management Group (OMG), the index reveals:

- Recovery after setbacks
- Adaptability under pressure
- Consistent prospecting during stress
- Ownership of outcomes
- Calm under client frustration
- Leadership that fosters resilience

HOW IT WORKS:

- 15–25 minute assessment per seller
- Benchmarked against top-performer data
- Generates a unique Resiliency Index score

WHAT YOU RECEIVE:

- Individual resilience scores
- Strengths and gaps across 11 key factors
- Role-specific coaching insights
- Team-level patterns and performance risks

WHY IT MATTERS:

Resilience ranks among the top 5 skills for future success (WEF). Resilient sellers are 43% more productive and 47% more likely to stay (HBR). Combined with Baker Communications' enablement expertise, this data-driven tool helps you coach what matters most — especially in tough markets.

Don't just bounce back. Break through.

“Resilient sellers are 2x more likely to be top performers.”

— Objective Management Group



RESILIENT MINDSET WORKSHOP



3-hours



Virtual delivery

OUTCOMES:

- Tools to reframe stalls and bounce back faster
- Bold frameworks for navigating tough customer conversations
- Skills to lead deals with steady confidence in uncertain times
- Focus on high-impact actions within their control
- 30-day resilience plan with peer micro-coaching support

WORKSHOP HIGHLIGHTS:

Inside the Spiral Reflection, Resilience Rapid Fire Reset Practice, FEEL Method Peer Coaching, Circle of Control Deal Mapping, Micro-Deal Mindset Reframing, & Personal Resilience Plan + Micro-Coaching Setup

RESILIENCE COACHING WORKSHOP



3-hours



Virtual delivery

WHAT LEADERS LEARN:

- Coach through pressure, not around it
- Build team trust, urgency, and ownership
- Spot mindset derailers and redirect with confidence
- Lead with calm when it matters most

WORKSHOP HIGHLIGHTS:

- Fear-Behavior Mapping. Emotional Transfer + Schismogenesis Exercise, Coaching Micro-Mindset Scenarios, Sprint Launch Planning for Leaders, & Leadership Commitment Reflection

6-SESSION SPRINT

Derived from 400M+ data points, each 90-min session develops the resilient habits top sellers use to win in any market.



Session 1: Own Your Foundation

Rewire your mindset to stay grounded under pressure. Build confidence and clarity that earns trust.



Session 2: Stay Strong Under Pressure

Stay composed when conversations get tough. Reset quickly and lead with presence.



Session 3: Lead Tough Conversations

Stop trying to be liked. Ask what others won't. Challenge assumptions while keeping trust intact.



Session 4: Solve First, Negotiate Smart

Handle objections with calm. Reframe resistance and protect value AND pricing — even when stakes are high.



Session 5: Close with Confidence

Push through stalls with clarity and strength. Close decisively without pressure.



Session 6: Capstone

- Full Resilience Application and 30-Day Action Plan
- Map behaviors to live deals. Apply your resilience to win when others pause.

WHAT'S INCLUDED



Resiliency Index for sellers and leaders



Seller + Leader Workshops with field-ready sales and coaching strategies anchored in resilience.



6-Session Resilience Sprint: Practical. Behavioral. High-impact.



Fuel-IQ™ diagnostics that close skill gaps with precision.



Additional Deliverables:

- 15 seller +14 sales-manager self-paced modules that enhance the skills and competencies of sales professionals
- Coaching Card Decks
- Seller Tip Cards
- Field Execution Map
- 30-Day Deal Acceleration Plan
- Self-Coaching Tracker
- Achievement Badges

THIS PROGRAM IS FOR YOU IF...

- Your team is burned out from stalled deals.
- Your pipeline velocity is slowing.
- You're watching sellers avoid tough conversations.
- You want to outperform competitors during market turbulence.
- You believe sales training should drive revenue, not just mindset.

START WITH A FREE ResiliencyIndex®

up to
5
sellers

**Get a
baseline**

No charge for qualifying companies



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