



# Sales Hiring, De-Risked: Myths, Pitfalls & Fixes

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Host: CRO Connected  
Title: Sales Hiring, De-Risked  
Company: Objective Management Group & Toggle Switch Consulting

# Most Business Leaders...

...are locking 2026 sales headcount and want a defensible way to avoid mis-hires, shorten ramp, and improve forecast reliability—without adding bureaucracy.

# The Cost of a Mis-Hire



**33%** of all salespeople are fired or laid off in their first year.

Including indirect costs, one wrong hire costs the average organization nearly **\$800,000.**

Only **16%** of reps deliver **83%** of revenue.

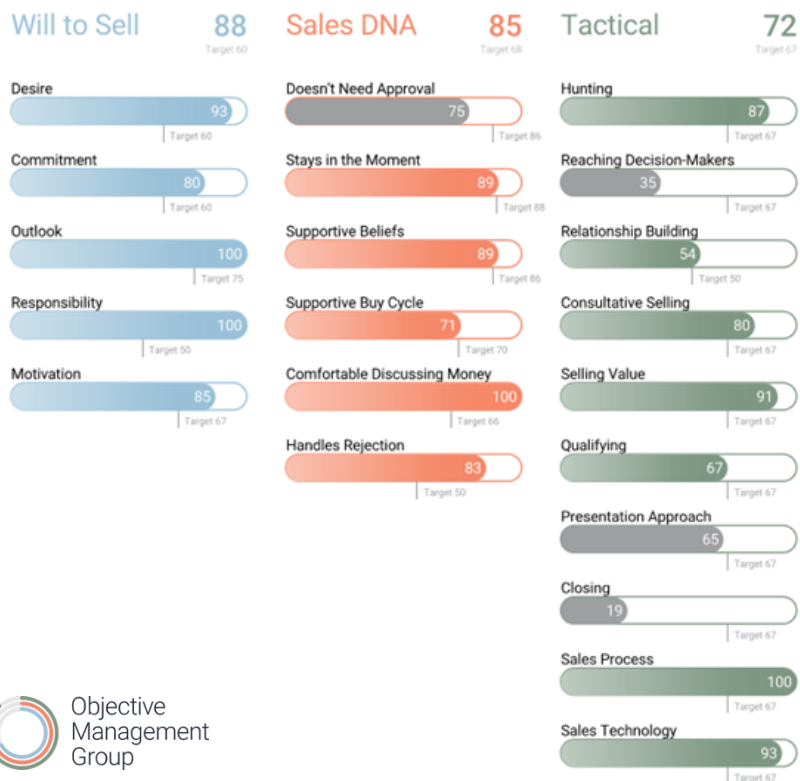
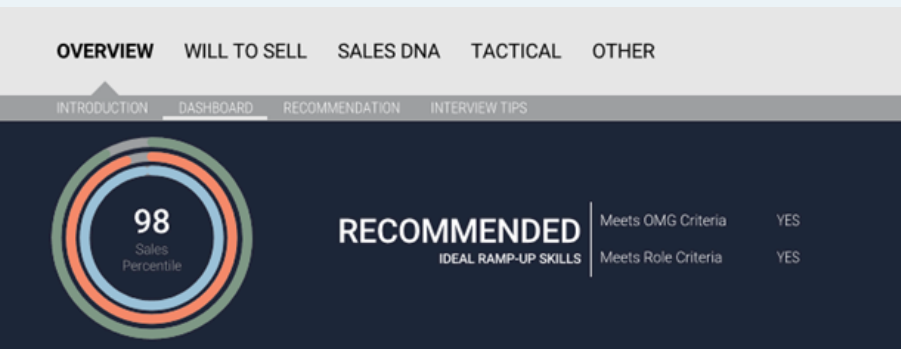
Leaders need a defensible framework—**gut feel is too expensive.**

And it's not based on data.

# The OMG Difference...

## Data That De-Risks Decisions

- Measures **21 Core Sales Competencies** across Tactical Skills, Sales DNA, and Will to Sell
- All 21 correlate statistically to **top performance**
- Pairing OMG's assessment + training drives a **53%** revenue increase and moves sellers from **<70% to >90%** of quota



# We measure 21 Sales-Specific Competencies

## TACTICAL

What Skills do you have?

## SALES DNA

What Sales-Specific Beliefs support or limit your skills?

## WILL TO SELL

Do you want to Improve at selling?

# OMG regularly validates that assessments are identifying top-performing sellers

## QUALITATIVE<sup>1</sup>

RECOMMENDED



**9%**

of Recommended  
Leave in Year 1

NOT RECOMMENDED



**33%**

of Not Recommended  
Leave in Year 1

## QUANTITATIVE

All 21 Competencies have  
statistically significant correlation  
to top-performing sellers<sup>2</sup>

1. N = 73

2. N = 656

# Proved Fixes for 2026 Headcount

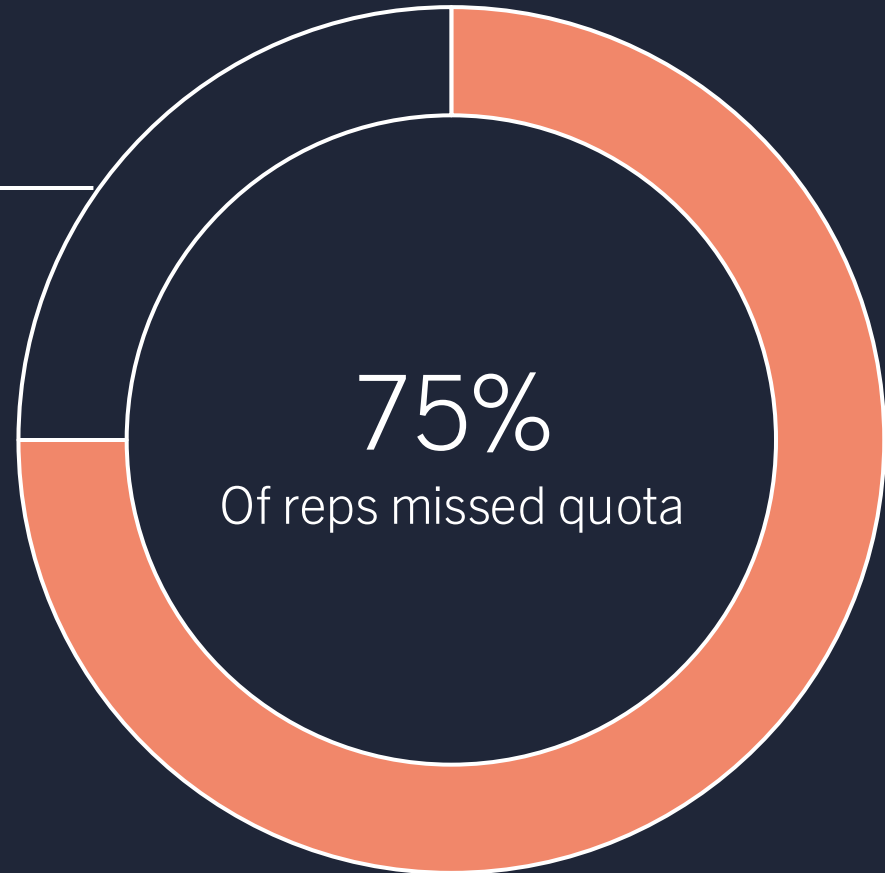
1. De-risk hiring with validated role-fit data
2. Shorten ramp with personalized development
3. Improve forecast reliability through competency-based coaching
4. Lower attrition **from 33% → 9%** among recommended hires

Learn more at [ObjectiveManagement.com](https://ObjectiveManagement.com) or at [ToggleSwitchConsulting.com](https://ToggleSwitchConsulting.com)

At a \$100k salary, the direct cost for this hire is **\$30,000**

In 2024...

16% of reps  
contributed  
83% of  
revenue



Factoring in an average quota of \$1mm – and an average quota attainment of 25%\* – the indirect costs are **\$750,000**

# What if...

▼ **We could lower attrition to 9%?**

▲ **We could increase quota attainment to 60%?**

- ▶ 9% turnover \* \$100,000 = \$9,000 Direct Costs
- ▶ 40% miss quota \* \$1,000,000 = \$400,000 Indirect Costs
- ▶ **\$409,000 in Sales Hiring Cost**

**Objective  
Management  
Group** is the  
leading provider  
of sales-specific  
assessments

**30+**  
Years

**80,000**  
Salespeople assessed  
last year

**35,000+**  
Companies

**200+**  
Industries

Do we have the right (sales)  
people in the **right roles?**

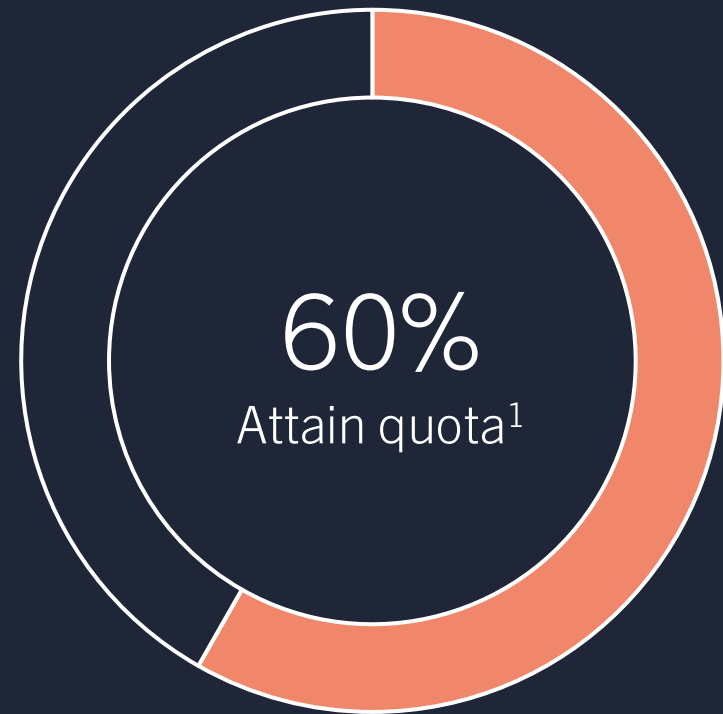
# Our research found...



When a salesperson is  
in the **wrong** role...



When a salesperson is  
in the **right** role...



Know the **skills** needed  
for the role

Sales hiring is a hidden **cost center**

Majority of salespeople are in the **wrong role**

Scorecard is your **baseline** for measurement

Measurement needs to be **continuous**

# Thank you!

For more information, visit  
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