

THE SALES EXPERTS CHANNEL



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Accountability is a Sales Strategy: Part 1

Accountability is a Sales Strategy



Why You Need an Accountability Culture

- You missed your 2020 revised revenue target
- It helps you attract and retain top talent
- It makes your life easier
- It improves department morale
- You can inspect what you expect



Walk Your Talk



- Are you willing to be held accountable for:
 - Hiring for Success?
 - Communicating expectations clearly and with transparency?
 - Establishing consequences for unmet expectations?
 - Providing a quality onboarding experience?
 - Providing ongoing training, coaching, and mentoring?



Hire for Accountability

- The best predictor of future behavior is past behavior
- Behavioral-based interviewing
- Peel the onion back
- Discuss expectations during the interview process



NOW HIRING



Set Expectations

- Areas to focus on:
 - Activity
 - Quota
 - Work Schedule
 - Communication
- How you should handle a situation where either of you feels expectations haven't been met



Set Expectations – Cont.

- Get buy-in
- Put the expectations in writing
- Adjust as business needs dictate
- Ask the question, “What do you want me to do if..... you don’t meet expectations?”



Expectations are a 2-way Street

- What can your employees expect from you?
- What can they expect from the company?
- Transparency





The logo for Sales Acceleration Group features a stylized arrow pointing to the right, composed of several overlapping triangles in shades of red, orange, and yellow. The text "SALES ACCELERATION" is in a bold, dark red font, and "GROUP" is in a bold, orange font below it.

SALES ACCELERATION GROUP

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