

THE SALES EXPERTS CHANNEL



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The SaaS Startup Expert

Accountability is a Sales Strategy: Part 4

Accountability is a Sales Strategy

Part IV



Review of the Previous Sessions

- Why you need an Accountability Culture
- Start by holding yourself accountable
- Hiring for Accountability
- Start by setting expectation
 - “What would you like me to do if.....?”
- Expectations are a 2-way street



Review of the Previous Sessions

- Get Buy-in
- Inspect what you expect
- Every decision has consequences
- Getting Executive Support
- Handling Accountability Dodgers
- It's a process, not an event



Holding Employees Accountable is Easier than Not Holding Them Accountable

- How this makes you life easier
- How it makes your employees life easier



Take Accountability to the Next Level

- What does next level accountability look like?
- How long will it take?
- How will I know when I've arrived?



You've arrived... Now What?

- Congratulations!
- What to watch out for
- Sustaining what you've built





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 written in a bold, red, sans-serif font, and "GROUP" is written below it in a bold, orange, sans-serif font.

**SALES ACCELERATION
GROUP**

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