

THE SALES EXPERTS CHANNEL



Kristie Jones

The SaaS Startup Expert

Accountability is a Sales Strategy - Part 2

Accountability is a Sales Strategy

Part II



Review of Part I

- 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 it.....?”
- Expectations are a 2-way street



Are They Buying What You're Selling?

- Get Buy-in on your expectation
- How to know if you have buy-in
- Negotiate until you are sure you have buy-in



Inspect What You Expect

- How will you be monitoring your expectations?
 - CRM/Pipeline
 - Call monitoring
 - Participating in sales calls
- It shouldn't be a secret
- Inspecting vs. Micromanaging



Every Decision has Consequences

- What will happen if:
 - Reps miss quota
 - Aren't hitting activity numbers
 - Repeatedly have excuses
 - Refuse to be held accountable
 - Damage the brand's reputation





Accountability - Part III

March 25th - Noon CDT

- Handling Accountability Dodgers
- Expectation is not an event, it's a process
- Getting Executive Support



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Accountability is a Sales Strategy: Part 3

PEOPLE FIRST
RELISHWORKS
Pitch.Link
TSW
ics
vengreso
VanillaSoft
Social Sales Link
SalesFuel
alyce

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 red and "GROUP" is in orange, both in a bold, sans-serif font.

**SALES ACCELERATION
GROUP**

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