Leadership Skills You Need Now:

Holding Your Reps Accountable



Why You Need an Accountability Culture

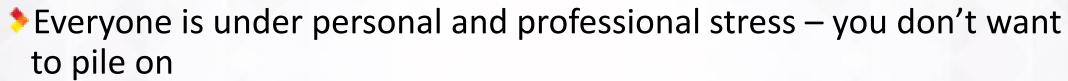
- There's enough uncertainty Your reps need to know what's expected of them
- It makes your life easier
- All departments/employees know they can count on their co-workers
- It improves morale
- You can inspect what you expect



Why You're not Holding Your Reps

Accountable

- You're afraid of losing your job
- You're afraid your reps will lose their job



- You've been told to lead with compassion and empathy. So how do you do that and hold people accountable
- You've developed a more personal relationship with your reps over the past few months



How to Have Expectation Conversations

- Areas to focus on:
 - Activity
 - Quota
 - Work Schedule
 - Communication
- Expectations are a 2-way street
- How you should handle a situation where either of you feels expectations haven't been met
- You and your company's executives need to be transparent about the state of the business and decisions they're making





How to Have Expectation Conversations – Cont.

- Get personal Get to know your employees and share personal things about yourself. Everyone is struggling with something.
- Get buy-in
- Adjust as business needs dictate
- Put the expectations in writing
- Ask the question, "What do you want me to do if..... you don't meet expectations?"



Consequences for Missing Expectations

- Review the agreed upon expectations
- Seek to understand why they are off track
 - Retraining? Stress?
- Review what they asked you to do if.....
- Reset expectations
- Ask "What will you do differently?"
- Shorten the "check in" times





Chronic Accountability Dodgers

- Are they able and not willing or not able?
- PIP plans
- You team is watching you to see what you do
- It may be time to part ways









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