

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
- Everyone is under personal and professional stress – you don't want to pile on
- 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
- ❖ Your team is watching you to see what you do
- ❖ It may be time to part ways





The logo graphic consists of several overlapping triangles in shades of red, orange, and yellow, arranged to form a stylized arrow pointing towards the top right.

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GROUP**

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