##  Sales Accountability Checklist

This checklist will help you better manage your sales team by instilling a culture of accountability. Add these accountability checks into your management workflow and you’ll start enjoying the perks of having a motivated sales team that commits to targets then achieves them. Ask yourself the following questions:

**Targets:**

* Are organisational plans and goals aligned with sales team activities and targets?
* Are targets communicated to staff regularly?
* Are staff competing for top sales revenue via a leaderboards?
* Are staff competing for top performer on CRM activities too?

**Management:**

* Are staff constantly in search of improvements?
* Do you lead by example?
* Do you share management goals and progress?
* Do you publicly recognise success?

**Progress & Results:**

* Do you conduct evaluations regularly? with feedback?
* Are coaching sessions used as follow-ups to evaluation and feedback?
* Are data, progress, measures and updates available in real-time?
* Is progress measured against plan, prior, benchmarks?