



Sales Organization Accountability Map

1 Define & Anchor on Core Success Metrics

- **Primary:** Revenue vs. Plan, Gross Margin, Renewal Rates
- **Leading:** Pipeline coverage (>3x), Stage conversion %, Deal cycle, Forecast accuracy
- **Team Health:** Rep attainment spread, turnover, ramp times
- **Cadence:** Monthly results review, quarterly leading indicator deep-dive



2 Personal Accountability Contracts

- **Reps:** Activity & quality targets, quarterly growth goals
- **Managers:** Coaching hours, deal review rigor, development plans
- **Execs:** Remove blockers, provide tools, align comp
- **Cadence:** Monthly 1:1s, quarterly commitments review

3 Public Scorecards & Peer Accountability

- Leaderboards for results & behaviors
- **Manager scorecard:** forecast accuracy, team attainment %
- Recognition for consistency & stretch
- **Cadence:** Weekly dashboard update, quarterly recognition





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4 Structured Debriefs (Even When Winning)

- **Win Reviews:** Identify repeatable success factors
- **Plan Surplus Reviews:** Redeploy resources strategically
- **Pipeline Surges:** Identify leading behaviors
- **Cadence:** Monthly win reviews, quarterly sharing sessions



5 Forward-Looking Risk & Opportunity Mapping

- **Risks:** Market shifts, competition, over-reliance, burnout
- **Opportunities:** New territories, upsell plays, automation
- **Cadence:** Bi-annual strategy workshop, quarterly market check

6 Cultural Reinforcement

- **Language:** 'We evolve' vs. 'We're safe'
- Leaders model self-review & feedback
- **Recognition:** Celebrate how results are achieved

