

Responsibility & Accountability



What do *responsibility and accountability* have to do with the work of the modern seller, and why does understanding them matter? More than you might realize--and that's why we want to explore these concepts today.

[Click Introduction below or Start above to begin.](#)



INTRODUCTION



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REFLECTING ON BLAME AGENTS



BLAME AND SALES



SUMMARY

INTRODUCTION

You might be wondering...why this topic? And why now?

As you work to apply The Priority Sale concepts to your daily work, our experience tells us that some of the most significant blockers to successful application *DON'T actually come from knowledge gaps.*

Our experience shows us that self-limiting beliefs and unconsciously held habits can hold us back from achieving our maximum possible success.



What kind of unconscious habits?

Sometimes, a task, thought, behavior, etc. becomes so routine it moves into the unconscious space in our brains. It's a good thing--imagine if you had to think about every key you pressed when typing, or every movement needed to drive a car.

But the subconscious can also be a haven for habits and routines that might be getting in our way--and we don't even realize it.

That's why, at key moments--like this one--we want to take the time to put the unconscious on our radars so we can figure out if they belong in our future, or if it's time to work to let them go.

CONTINUE

GETTING ALIGNED ON MEANING

Before we dive in, let's make sure we're all speaking the same language.

Responsibility and accountability are terms that have come to be used relatively interchangeably, but we want to take a minute to distinguish the important differences between each word.

[Click each card below](#) to review the meanings of each term.



Responsibility...

...is a duty to complete an action.

For example, many sellers have a responsibility to complete sales calls.

Accountability...

...is related to the consequences of those actions.

For example, sellers who complete sales calls are usually held accountable for the success of those calls.



Please review the definitions above,

With this understanding in place, you can see two areas of self-awareness opening up.

You can ask yourself:

1

Am I RESPONSIBLE for the various expectations associated with my role? In other words, **do I complete the tasks that I should?**

2

Am I ACCOUNTABLE for the success or failure of the things I do (or don't do)? In other words, **do I take ownership of how my actions turn out?**

In other words, if we are people who take **responsibility**, we are people who satisfy the expectations others have set for us (or that we've set for ourselves). And we are **accountable** when we take ownership of how successful or unsuccessful we are in doing those things.



Let's practice.

To make sure you've got the distinction between responsibility and accountability down, [sort each card below](#) into its correct category.

Responsibility

Updating the CRM

Making sales calls

Sending follow-up
communications

Building a sales presentation

Meeting with a prospect

Accountability

Losing a sale after a sales presentation

Receiving negative feedback in a customer email

Achieving your sales goal

Being invited to connect with a C-suite executive after sending an inquiry

Earning the trust of your prospect



Please complete the card sorting activity above.



Remember:

- . **Responsibility** relates to the **COMPLETION** of the things expected of us.
- . **Accountability** relates to taking ownership of the **CONSEQUENCES** of what we have done (or not done).

CONTINUE

IDENTIFYING A CRITICAL BLOCKER

What can get in the way of us being responsible, accountable sellers?

It all seems so clear and straightforward...

- *If we take responsibility and complete our tasks, and*
- *If we take accountability and own the outcomes of our tasks,*

...we're doing our best to be conscientious sellers, great teammates, and exemplary employees.

But sometimes...we don't get the results we want. Our great plans don't lead to the outcomes we hoped for. And when that occurs, it's much harder to want to be accountable.

When that occurs, we sometimes get tripped up by the temptation to *blame*.

Let's see where blame tends to creep in.

Imagine that you're going about your work, completing the various steps and actions that allow you to fulfil a responsibility of your role. When all is done, you get a good outcome--maybe you make a big sale!--and because everything ended well, you focus entirely on your success, not looking around for any of the factors that may have contributed along the way.

We just take the win and move on, like this:



But now let's imagine the opposite situation, where you, after fulfilling your responsibility, DON'T get a good outcome (your prospect turns you down, perhaps). In an instance like this, it's tempting to look backward at the various moments leading up to this outcome.

And what are we looking for? Something or someone to blame, like other people, or other companies, or even the weather or other universal forces, like this:



CONTINUE

REFLECTING ON BLAME AGENTS

You may be thinking, *Does this really happen to me??*

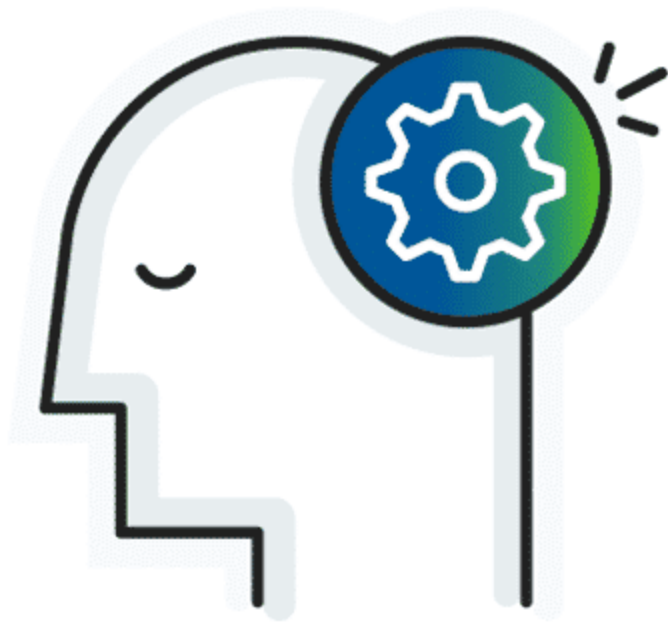
Take a minute to reflect.

Take a minute to reflect on the following.

Think about the last time that something didn't go exactly as you hoped or expected, either in your work or in your life in general.

Who or what contributed to the outcome?

Consider your answer, then click [Continue](#).



CONTINUE

What types of things came to mind? Tiredness from a late night? Whether you'd had your morning coffee? That person who got to your destination two minutes ahead of you, because of that traffic that you encountered? That you were distracted thinking about a deadline or a bill or a sick kid or an unexpected text?



Whatever came to mind is a form of **blame agent**. We all have them--it's just human to look around for some way to make sense of why things have happened the way they have, especially when things didn't go as we hoped.

Often, these blame agents sneak in without our awareness--becoming a sort of "secret" blame agent. But since we're focusing today on our unconscious habits, we want to bring our secret blame agents into the light.

CONTINUE

BLAME AND SALES

Does blame matter?

You might be thinking: *Who cares if I blame the weather or my lack of coffee or the distraction of a sick kid or that seller from the other company? These things aren't harmed by my blame. They don't know. They don't care.*

It's a fair question. Many times, the things we point to as the reasons we failed will never know about our blaming them. But what if we told you that blame might be hurting YOU?

[Watch the video below](#) to learn more.



Please watch the video above.

SUMMARY

Congratulations!

You've successfully completed this course, and your progress has been marked as complete.

Next Steps

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- Close your browser tab to exit the course.

