



## ARE YOU **SERIOUS** ABOUT LEADING THE PACK AND BEING THE BEST?

The term **'accountability'** frequently generates, "Uh, oh, I am going to be forced to do something I don't want to do, or forced to do something that will have little benefit or value for me." Accountability is often referenced in the context of 'making someone else accountable.' No one can successfully purchase, demand, or give accountability to someone.

**Personal accountability** is about personal choice, discipline, and power. Choice creates responsibility, and responsibility creates power. Personal accountability means taking behavioral, intellectual, and emotional ownership for the outcomes of what one does. In the fog of sales battles makes decision-making, setting priorities and maintaining clarity even more difficult.

Having external insight and guidance to choices, priorities and commitments is the hallmark of great leaders, top achievers, and great sellers. Having an accountability coach requires a strong relationship, mutual agreement on performance, mutual respect, clarity on goals, and effective no B.S. communication, along with commitment to continuous personal and professional improvement.

What is the **Leadership Connections** definition of **'accountability?'**

*"...We can count on you, and you can count on us. You commit to what you choose to do. Then we work together toward that goal."*

If you have a proven record of accomplishment or are a proven producer and want to reignite your passion, increase sales and reach the next level. **Call** today to see if you qualify for enrollment in the Sales Mastery® Alpha program.

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