WEEKLY EXECUTION TOOL

SALES TEAM ACCOUNTABILITY TRACKER

THE LEADERSHIP TEST

A commitment is not accountability until someone owns it, the next action is observable, and a manager checks what happened.

WHAT THIS TOOL HELPS YOU DO

01

Make commitments visible

Record the behavior, owner, deadline, and evidence of completion.

02

Separate effort from execution

Track whether the agreed action actually happened, not just activity totals.

03

Close the management loop

Use a short weekly review to reinforce progress and remove obstacles.

WEEKLY COMMITMENT TRACKER

Use one row per priority commitment. Choose actions you can verify in calls, CRM notes, or customer outcomes. Print extra copies as needed.

01 OWNER + COMMITMENT

Rep: _____ Specific behavior or action: _____

02 WHEN + WHERE

Due date: _____ Deal / call / pipeline segment: _____

03 EVIDENCE OF EXECUTION

What observable proof will show the action happened? _____

04 STATUS + BLOCKER

Not started / In progress / Done / Blocked. Main obstacle: _____

05 MANAGER FOLLOW-THROUGH

Reviewed on: _____ Coaching or support provided: _____

06 NEXT COMMITMENT

Keep / Adjust / Escalate. Next action and owner: _____

RUN THE 15-MINUTE ACCOUNTABILITY REVIEW

Use this cadence once a week. The purpose is to develop consistent execution, not to create another reporting exercise.

01 REVIEW THE EVIDENCE

Ask: What was committed? What actually happened? What proof do we have?

02 COACH THE GAP

If it did not happen, identify whether the issue was clarity, skill, capacity, or follow-through.

03 RESET THE COMMITMENT

Assign one specific next action, one owner, one deadline, and the evidence you'll review next week.

04 CHECK THE PATTERN

After 3-4 weeks, look for recurring missed commitments or recurring blockers across the team.

WANT TO IDENTIFY YOUR TEAM'S BIGGEST PERFORMANCE GAP?

Book a complimentary 15-minute strategy session. BOOK NOW >

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