

## Do you Take Personal Responsibility in Sales

Your reaction might be, *"I take personal responsibility, what is he on about?"* Keep reading because you may have a different perspective by the end of the article.

The definition of responsibility is **"something that it is your job or duty to deal with."** Being responsible is internal, an integral part of who you are, and not something that is thrust upon you externally.

If you consider yourself a responsible person, have you ever:

### **1. Blamed someone or a department in your organisation**

Example: *"Sorry, but we have had several people off on sick leave for most of the week, so the warehouse is behind in processing orders."*

Blaming can create client impressions resulting in:

- No confidence in you
- See you as not loyal to your organisation
- You cannot be relied upon
- Pleased you don't work for them.

What clients want is to acknowledge the problem; take personal responsibility and let them know what steps will be taken. This instils confidence that can positively impact on your client relationship, and when solved as expected any future problem that may arise is not felt as a problem by the client. Why? Because they know you will fix it.

Ninety-one percent of clients will continue to do business with the organisation provided the salesperson resolves the problem in the manner agreed. I have witnessed clients become loyal to the salesperson because of the actions they took. They were given additional business normally allocated to the salesperson's main competitor.

### **2. Passed the Buck/Victim Mentality**

Example: *"It isn't my job...Someone else handles that...I thought they were going to get back to you."*

The thought process is, *"I have no control; it is someone else's fault."*

The client does not care who or what is at fault; they just want the problem fixed. If it is not your direct responsibility, take action to sort out the problem on behalf of the client. Be the conduit between the client and your organisation.

When it comes to personal responsibility, it means:

- **Be self-reliant**

Do what you said you would and if you can go beyond that, do so. Use absolute language, *"I will...I can...I will take care of that...Consider it done...You can count on me."* The words leave no doubt in the client's mind and can have an inspiring effect.

- **Finish what you started**

Don't leave loose ends for others in the team to complete. Develop a daily priority to-do list, including any follow up, so you leave nothing to chance.

- **Keep your commitments**

By keeping your word clients will trust and have confidence in you. Example: If you said you were going to call back between 10:30am and 11:00am, then do so, even if it is to say you have no answer, but you will contact them by...

If you consistently keep your word, you will develop a reputation as a salesperson who can truly be relied upon.

You are the interface between the client and your organisation. Problems do happen, it is part of any growing organisation, but a problem is not a problem perse, provided it is handled to the client's complete satisfaction. By taking personal responsibility, stating what you will do, and doing it, it creates client trust and loyalty.



Kurt is a sales practitioner who created sales records in five industries and won major sales awards including Salesperson of the Year. The products and services he sold were newly released, consultative, relationship and retail. He is a recognized sales expert, successful author and respected sales and personal development coach who has guided organizations and salespeople to vastly improved sales performance and profitability. His clients range from small to multinational companies in Australia, the Middle East, Asia, and Europe. Kurt is the author of 21 Timeless Insights for Sales Success sold in eight countries. Available on [www.amazon.com.au](http://www.amazon.com.au) or [www.salesconsultants.com.au](http://www.salesconsultants.com.au). His latest book The Most Unlikely Salesperson will be released in August 2023.

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