

Sales Responsibility Questionnaire

Instructions:

Rate your agreement with each statement below using the following scale: Be honest—this is about self-awareness, not perfection.

1 = Always (100%)

2 = Often (about 75%)

3 = Sometimes (about 50%)

4 = Rarely (less than 25%)

5 = Never (0% of the time)

Section 1: Personal Accountability

1.	I take full ownership of both my sales wins and losses.	
2.	I avoid blaming others for missed sales or missteps.	
3.	I take ownership of fixing mistakes, even if they weren't my fault.	
4.	I finish what I start, even when enthusiasm fades.	
5.	I handle rejection constructively without deflecting blame.	

Section 2: Client Commitment & Trust

6.	I keep commitments made to customers, regardless of their size or scope.	
7.	I clarify misunderstandings before they escalate.	
8.	I communicate delays or changes with transparency.	
9.	I disclose limitations or downsides of my product honestly.	
10.	I prioritize long-term relationships over quick wins.	

Section 3: Initiative & Self-Development

11.	I proactively follow up with prospects without being prompted.	
12.	I take initiative to improve my product or industry knowledge.	
13.	I regularly set personal targets beyond company goals.	
14.	I actively seek feedback from customers or managers.	
15.	I regularly review my performance and adjust accordingly.	

Section 4: Operational Integrity

16.	I meet deadlines for submitting production, proposals, or updates.	
17.	I maintain accurate and up-to-date CRM records.	
18.	I stay organized with my sales pipeline and tasks.	
19.	I respond promptly to emails, calls, or inquiries.	
20.	I respect the client's time by being punctual and prepared.	

Section 5: Ethics & Collaboration

21.	I address ethical concerns head-on rather than ignore them.	
22.	I ensure a seamless handoff between sales and service.	
23.	I escalate client issues responsibly when needed.	
24.	I consistently research my clients' needs before contacting them.	
25.	I remain accountable even when a deal goes south.	

Scoring

Add up your total score	
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Score Range Interpretation (Total Possible Score: 25–125)

Score 25–50 / Exemplary Responsibility - *You're the gold standard. Your proactive mindset builds trust and drives consistent success. You're dependable and often a role model. Now, the challenge is staying sharp and empowering others.*

Proactive Suggestions

- Teach through action: Highlight a recent client win and walk the team through how responsibility influenced that outcome.
- Expand your influence: Volunteer to onboard new hires or lead a skill-sharing session.
- Set a personal stretch goal: Focus on a long-term relationship or a niche expertise to master.

Reflection

- “Where in my current routine am I leading passively rather than proactively?”
- “How do I role-model accountability when no one is watching?”
- “Who in my team could benefit from observing how I handle responsibility?”

Score 51–75 / Reliable, With Room to Sharpen - *Strong baseline behaviors, but some habits may lack consistency. Target your "4s" and "5s" to solidify your edge. Tightening up habits and leaning into discomfort will elevate you further.*

Proactive Suggestions

- Audit your scores: Look for patterns in 4s and 5s. Are they interpersonal, procedural, or emotional?
- Build fail-safes: Create reminders, templates, or routines that prevent backsliding (e.g., post-call checklists, follow-up sequences).
- Spot-check your follow-through: Are you as good at finishing as you are at starting? Set “completion accountability” reminders.

Reflection

- “Which habits quietly slip when stress, distraction, or ego creep in?”
- “What makes responsibility easier for me and how can I replicate that across more behaviors?”
- “Who might perceive me as dependable but not quite committed, and why?”

Score 76–100 / Variable Accountability - *Your approach is situational. Consider whether distraction, lack of structure, or discomfort drives avoidance. Raising self-awareness is the first lever for more consistent action.*

Proactive Suggestions

- Focus on one theme per week: Rotate between client trust, process ownership, or feedback follow-through.
- Gamify accountability: Set a self-score for daily responsibility behaviors and track improvements.
- Verbalize commitments: Let teammates know your next steps, it adds social accountability.

Reflection

- What situations cause me to pull back or procrastinate, and how can I catch that earlier?
- “How do I manage discomfort—by stepping up or stepping back?”
- “What small act of responsibility can I repeat daily to build momentum?”

Score 101–115 / In Need of Ownership Shift - *There may be patterns of avoidance, denial, or reactive behavior. You may deflect or retreat from hard conversations, deadlines, or outcomes. Growth starts with confronting discomfort honestly.*

Proactive Suggestions

- Reclaim one neglected commitment each day (a call, reply, or report you've delayed).
- Request specific feedback: Ask a manager where you might be perceived as unreliable, then sit with the response.
- Build tiny rituals: Five-minute morning planning and two-minute end-of-day reflection builds self-trust.

Reflection

- "What behavior would I change right now if no one could judge me for the lapse?"
- "In what way am I expecting others to do my emotional labor or cleanup work?"
- "What story do I tell myself about failure and how does it limit my responsibility?"

Score 116–125 / Urgent Reset Needed - *This may indicate chronic avoidance or erosion of credibility. You may be disengaged, disconnected, or overwhelmed. Responsibility can be rebuilt, but it starts with brutal honesty and safe accountability. It's a signal for guided change.*

Proactive Suggestions

- Begin a reset ritual: Each morning, commit to one courageous act of ownership—however small.
- Find a growth partner: Ask someone to walk beside you in rebuilding habits without judgment.
- Separate shame from strategy: Focus less on what went wrong and more on what can go better next time.

Reflection

- "What emotional weight am I carrying that's draining my motivation or courage?"
- "Which responsibility have I most avoided, because it would require admitting I've slipped?"
- "What legacy am I building today and would future me be proud of it?"