The BANT call scorecard

This is the scorecard we use, in full. Use it by hand on your next call review, or download it. Each letter is scored on what the buyer actually said, not on what the rep typed into the CRM afterwards.

0 Missing
It never came up.

1 Raised
The rep asked; the buyer didn't really answer.

2 Stated
The buyer answered, but vaguely or second-hand.

3 Evidenced
The buyer said it clearly, in their own words, with a number, a name or a date.

LETTER	WHAT WE LISTEN FOR	WHAT A 3 SOUNDS LIKE (ILLUSTRATIVE)	SCORE (0–3)
Budget	Money that exists, or what would unlock it	*"We've set aside about £20k for tooling in Q1."*	
Authority	Who decides, named by the buyer	*"It's my call, but the CFO signs anything over £10k."*	
Need	A problem the buyer wants solved	*"Our SDRs book fewer than five meetings a week each."*	
Timeline	A date, or an event that sets one	*"We want this live before the new hires start in January."*	