The Cold calling call scorecard

This is the scorecard we use, in full. Use it by hand on your next call review, or download it. Each stage 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.

For cold calls the evidence is the prospect's response to each stage.

STAGE	WHAT WE LISTEN FOR	WHAT A 3 SOUNDS LIKE (ILLUSTRATIVE)	SCORE (0–3)
Opener	The prospect engages instead of ending the call	*"Okay, you've got 30 seconds."*	
Reason for the call	The prospect sees why it's relevant to them	*"Right. We did just open the Leeds office."*	
The brush-off	The brush-off turns into a conversation	*"We're set for now, but the renewal's in the spring."*	
Problem question	The prospect describes a problem	*"Honestly, onboarding takes us far too long."*	
The ask	A specific meeting is agreed	*"Tuesday at 10 works."*	