The MEDDICC 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)
Metrics	A number the buyer attaches to the outcome	*"We're losing about 40 hours a month reconciling this by hand."*	
Economic Buyer	Who signs, named by the buyer	*"Priya owns the budget. Anything over £50k goes to her."*	
Decision Criteria	How they'll choose	*"It has to sit inside Salesforce and pass our security review."*	
Decision Process	Steps, people and dates	*"Shortlist by the 12th, a demo to the team, then Priya signs off in March."*	
Identify Pain	Pain with a cost or a deadline	*"If we miss the audit again, it's a formal finding against us."*	
Champion	Someone acting for you inside the account	*"Send me the deck and I'll take it to Priya on Thursday."*	
Competition	Rivals named by the buyer, and where they stand	*"We're also looking at two others. One has better reporting, but nobody likes the admin."*	

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