The Objection handling call scorecard

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

Each step is scored on the buyer's reaction.

STEP	WHAT WE LISTEN FOR	WHAT A 3 SOUNDS LIKE (ILLUSTRATIVE)	SCORE (0–3)
Listen	The buyer gets to finish, and often adds detail	*"…and the last tool we bought, nobody used it."*	
Acknowledge	The buyer feels heard	*"Yes, exactly that."*	
Explore	The buyer reveals the real concern	*"Really, I don't want to retrain everyone in Q4."*	
Respond	The buyer accepts or softens	*"Okay, if it's a two-week rollout, that's different."*	

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