The Product demos 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.

STAGE	WHAT WE LISTEN FOR	WHAT A 3 SOUNDS LIKE (ILLUSTRATIVE)	SCORE (0–3)
Set-up	The buyer confirms what they want to see	*"Yes, show me the forecasting part first."*	
Tell-show-tell	The buyer links a screen to their problem	*"That would have saved us last Monday."*	
Check-ins	The buyer reacts and asks questions	*"Can it do that by region?"*	
Mid-demo objection	The objection is resolved and the demo moves on	*"Fair point. Ours doesn't do the alerts."*	
Next step	A dated next step with the right people	*"Let's get Sam and our CFO on a call on the 14th."*	