The Solution Selling call scorecard

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

PART	WHAT WE LISTEN FOR	WHAT A 3 SOUNDS LIKE (ILLUSTRATIVE)	SCORE (0–3)
Pain	The buyer owns a specific problem	*"Yes, this is a problem, and it's mine to fix."*	
Power	Access to the person who can buy	*"I'll get you 30 minutes with our COO next week."*	
Vision	The buyer describes the fix in their own words	*"So if the team could see the risk before month end, that solves it."*	
Value	The buyer agrees what fixing it is worth	*"If it saves even half of that, it pays for itself in a quarter."*	
Consensus	Others who must agree, and how they'll be reached	*"Finance and IT both need to see it. I'll set up a joint session."*	

Everboarder uses "Solution Selling" as a generic description and is not affiliated with Sales Performance International.