The SPICED call scorecard

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

ELEMENT	WHAT WE LISTEN FOR	WHAT A 3 SOUNDS LIKE (ILLUSTRATIVE)	SCORE (0–3)
Situation	Context that matters to the problem	*"We're 40 reps across two regions, on a CRM we outgrew last year."*	
Pain	A specific problem, and who it hurts	*"Forecast calls take all of Monday and we still miss."*	
Impact	What it costs, rationally or emotionally	*"We missed last quarter by 12% and the board noticed."*	
Critical Event	A date with a consequence	*"New pricing goes live on 1 April and the team isn't trained on it."*	
Decision	Who decides, how and by when	*"The CRO decides with finance, before the March board."*	

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