The SPIN Selling call scorecard

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

QUESTION TYPE	WHAT WE LISTEN FOR	WHAT A 3 SOUNDS LIKE (ILLUSTRATIVE)	SCORE (0–3)
Situation	Context, without a questionnaire	*"We're on Salesforce, about 40 reps, two regions."*	
Problem	A difficulty the buyer admits	*"Honestly, forecasting is a mess."*	
Implication	Knock-on effects, in the buyer's words	*"And when the forecast slips, finance freezes hiring."*	
Need-payoff	The buyer states the value of fixing it	*"If we could trust the number, I'd get two hires back this year."*	

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