

Sales Call Scorecard / Call Review Template

A consistent way to evaluate sales calls for coaching, not just to critique.

Rep: _____

Call Date: _____

Reviewer: _____

Deal / Prospect: _____

Score Each Area 1–5

AREA	SCORE	NOTES
Opened with a clear purpose and agenda		
Asked genuine discovery questions, didn't just pitch		
Listened more than talked		
Uncovered the real problem, not just surface symptoms		
Handled objections without getting defensive		
Ended with a clear, specific next step		

What Went Well

Specific moments worth reinforcing.

What To Work On

One or two specific, coachable things; not a long list that overwhelms.

One Thing To Try Next Call

A single, concrete action item the rep can apply immediately.

Review calls regularly enough that feedback is timely, and focus coaching on patterns across multiple calls rather than over-indexing on any single one.