



The score on the need, not on the person

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Fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **A score built on the caller's ease decides who gets called back; a score built on the need only decides in what order to read.** The four criteria below are the client's own.

Element	Enters the score?
What the prospect describes, in their own words	Yes
The deadline they state	Yes
What they already have in place	Yes
Which offer it matches, or does not	Yes
The caller's ease of expression	No
Revenue potential	No
Probability of signing	No
Telephone line quality	No

Who gets a low score when the score listens to the conversation

Caller's situation	Effect on the score
Speaks with difficulty	Low
Hesitates, backtracks	Low
Calling from a noisy site	Low
Describes a real and urgent need	No effect

The last row is the problem. A score that listens to the conversation measures the conversation, not the need — and its first effect is to leave at the bottom of the pile the people who speak least well. **Across the quarter's 1,100 enquiries, those signals moved 190 files by at least two ranks.**

What the salesperson receives

Element	Provided?
Every enquiry	Yes
Ranked by score on the need	Yes
The need in one sentence	Yes
The stated deadline	Yes
The detail of the score's four lines	Yes — with the prospect's own sentence behind each

One more enquiry to read takes fifteen seconds; an enquiry never called back costs a customer.

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