

The scorecard is on a 10-point scale, but there are 11 scoring opportunities. A perfect call with a set appointment would be 11 out of 10.

### Phone Scorecard

- Enthusiastic Greeting
- Provided his/her name
- Took control, did not answer 1<sup>st</sup> question(s)
- Qualified customer's needs
- Captured customer name and used it
- Captured customer phone #
- Attempted to set appointment
- Had customer write down appt and/or contact info
- Provided directions
- Excellent tonality throughout (slightly above customer)
- Set specific appointment

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