

The First-Meeting Scorecard

Score a first conversation against the five things that actually start a sales cycle.

Why this exists. A good-feeling first meeting is the most dangerous kind — it looks like progress while the sale never started. Score it honestly. **Give away the X-ray; the install is ours.**

Score the meeting (1–5 each)

Ingredient	What good looks like	Score
1 · Point of view	You brought a researched hypothesis about their business — not a feature pitch.	
2 · Mutual agreement	They engaged with your hypothesis — confirmed or corrected it. A push-back counts.	
3 · Problem statement started	The shape and commercial scale of the problem began to take form.	
4 · Initial value discussion	You touched what fixing it is worth — before demo, price or proposal.	
5 · Right people + diarised next step	A specific next meeting, in the diary, with the right people confirmed.	

The real test

Did the buyer take a meaningful action (corrected your view, shared data, looped in a stakeholder)? If no, you have interest — not a cycle.

Verdict

Started a cycle, or just had a chat? What to fix on the next one:

This is the DIY version. A Revenue Workshop builds the point of view, qualification and stage gates into how the team sells. closingfoundry.com