

Demand Signal Scorecard

Pairs with: Interest is not demand

Separate polite interest from real buying behaviour.

Founder / team	Account / market / topic	Date
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When to use it

Use this after every discovery conversation to score whether the buyer is moving or only being polite.

What this worksheet covers

Weak signals	Medium signals
Strong signals	Buyer action
Next step quality	Exit criteria

Questions to answer before you start

<p>What did the buyer actually do, not just say?</p> <hr/> <hr/> <hr/>	<p>Is there a budget owner, deadline, data access, or internal action?</p> <hr/> <hr/> <hr/>
<p>What specific next step did they commit to?</p> <hr/> <hr/> <hr/>	<p>What would make you exit this opportunity cleanly?</p> <hr/> <hr/> <hr/>

Signal ladder

Signal type	What happened	Score 0-3	Evidence
Compliment or curiosity	_____ _____	_____ _____	_____ _____
Problem acknowledged	_____ _____	_____ _____	_____ _____
Introduced another stakeholder	_____ _____	_____ _____	_____ _____
Shared data or process detail	_____ _____	_____ _____	_____ _____
Named budget route	_____ _____	_____ _____	_____ _____
Agreed next meeting with decision maker	_____ _____	_____ _____	_____ _____
Accepted price discussion	_____ _____	_____ _____	_____ _____
Started legal/security/procurement step	_____ _____	_____ _____	_____ _____

Conversation decision

Decision option	Criteria	Your call
Continue	_____ _____	_____ _____
Strong signal and dated next step	_____ _____	_____ _____
Nurture	_____ _____	_____ _____
Some pain but no action yet	_____ _____	_____ _____
Reframe	_____ _____	_____ _____
Wrong buyer or weak trigger	_____ _____	_____ _____
Exit	_____ _____	_____ _____
No budget, owner, urgency, or action	_____ _____	_____ _____

Risks, gaps, and evidence needed

Risk or gap	Why it matters	Evidence or action needed	Owner/date
_____ _____	_____ _____	_____ _____	_____ _____
_____ _____	_____ _____	_____ _____	_____ _____
_____ _____	_____ _____	_____ _____	_____ _____
_____ _____	_____ _____	_____ _____	_____ _____
_____ _____	_____ _____	_____ _____	_____ _____

Decision card

What this now tells me

Decision

Choose one.

- Continue
- Adapt
- Pause
- Exit

Next action

Owner

Date to review
