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CRM COMPARISON SCORECARD

CRM A	CRM B	CRM C	SCORED BY	DATE

Criterion	Weight %	A score	B score	C score	A weighted	B weighted	C weighted	Notes
Contact and company records								
Sales pipeline and deal stages								
Email integration and tracking								
Calendar and meeting booking								
Reporting and dashboards								
Automation and workflows								
Mobile app								
Integrations (accounting, marketing, forms)								
Ease of use for the team								
Data import and export								
Security and permissions								
Support and onboarding								
Weighted total								

Weights should add up to 100. Score 1 poor, 3 adequate, 5 excellent, after a demo or free trial with your own data. Weighted totals are out of 5.