

Selling with the Bulls
Prospecting Round 1 - Email Message

Room Number

Participant

School

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Judge

EMAIL RUBRIC

Grab Attention and hold attention		0 1 2 3 4 5
	Subject line is compelling and provides value	6 7 8 9 10
	Opening line is memorable - avoids vague references, quantifies when appropriate	11 12 13 14 15
	Message is focused on the prospect. Limits use of "I" and "me"	16 17 18 19 20
		21 22 23 24 25

Instill Trust		0 1 2 3 4 5
	Presents benefits based upon buyer needs not only features	6 7 8 9 10
	Communicates authenticity	11 12 13 14 15
	Demonstrates confidence - explains purpose of email	16 17 18 19 20
		21 22 23 24 25

Communicate a Call to Action		0 1 2 3 4 5
	Clearly identifies the call to action	6 7 8 9 10
	Presents next steps	11 12 13 14 15
	Narrows reponse options	16 17 18 19 20
	Includes contact infromation	21 22 23 24 25

Writing Style and Format		0 1 2 3 4 5
	Proper length and formating to encourage readability	6 7 8 9 10
	Communicates urgency without using formating to "shout"	11 12 13 14 15
	Uses techniques to slow reader - numbers, lists, bullets	16 17 18 19 20
	Uses proper grammar	21 22 23 24 25

Email SCORE

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