

Selling with the Bulls
Prospecting Round 1 - LinkedIn Connection Request

	Room Number	
	Participant	Judge
	School	

LinkedIn Connection Request RUBRIC

Grab Attention and Hold Attention		0 1 2 3 4 5
	Opening line is memorable - avoids vague references, quantifies when appropriate	6 7 8 9 10
	Message is focused on the prospect. Limits use of "I" and "me"	11 12 13 14 15
	Uses proper grammar	16 17 18 19 20
Instill Trust		0 1 2 3 4 5
	Presents benefits based upon buyer needs not only features	6 7 8 9 10
	Demonstrates confidence - explains purpose of Connection Request	11 12 13 14 15
Communicate a Call to Action		0 1 2 3 4 5
	Clearly identifies the call to action to Connect	6 7 8 9 10

LinkedIn Connection Request SCORE