

**Selling with the Bulls**  
**Prospecting Round 1 - Phone Call and Total Score**

	Room Number	Judge
	Participant Name	
	Participant Number	

**PHONE CALL RUBRIC**

<b>Approach</b>	Professional introduction	0 1 2 3 4 5
	Gains prospect's attention	6 7 8 9 10
	Effectively builds rapport	11 12 13 14 15
	Gained permission to speak with buyer	16 17 18 19 20
	Explains why calling	
<b>Needs Confirmation</b>	Effectively determined correct prospect (contact).	0 1 2 3 4 5
	Effectively confirmed relevant facts about company and prospect related to project timing, scope, and prospect's role.	6 7 8 9 10
	Used various elements of the offer and questions to gain buyer's attention to what happens to company or buyer when problems continue (convert implied to explicit needs / reframe problem).	11 12 13 14 15
	Gain pre-commitment to consider the product / service and smooth transition to setting the meeting.	16 17 18 19 20
		21 22 23 24 25
<b>Overcoming Objections (eliminate concerns to the customer's satisfaction)</b>	Initially gains better understanding of objection (clarifies or allows buyer to clarify objection)	26 27 28 29 30
	Effectively answers the objection	0 1 2 3 4 5 6 7 8
	Confirms that the objection is no longer a concern of the buyer	9 10 11 12 13 14 15
<b>Close / Secure Commitment</b>	Persuasive in presenting a reason to commit to meeting	0 1 2 3 4 5 6 7 8
	Asked for appropriate commitment from the buyer, given the nature of sales call	9 10 11 12 13 14 15
	Confirmed meeting and process for providing the meeting details and actions. Established clear expectations for process.	
<b>Communication Skills</b>	Effective verbal communication skills (active listening; restated, rephrased, clarified, probed for better understanding)	0 1 2 3 4 5 6 7 8 9 10
	Appropriate non-verbal communication (use of silence, pace, balance in listening and speaking)	
	Verbiage (clear, concise, professional)	
<b>Overall</b>	Salesperson enthusiasm and confidence	0 1 2 3 4 5 6 7 8 9 10
	Does not appear scripted	
	Product Knowledge	

<b>Phone Call Score</b>	
<b>Phone Call (50%) Score</b>	
<b>eMail (25%) Score</b>	
<b>Voicemail (15%) Score</b>	
<b>LinkedIn (10%) Score</b>	
<b>TOTAL Score</b>	