

**Selling with the Bulls**  
**Prospecting Round 1 - Vmail Message Rubric**

	Room Number	Judge
	Participant Name	
	Participant Number	

**VMAIL MESSAGE RUBRIC**

*Judges truncate review at 60 seconds*

<b>Approach</b>		
	Professional introduction	0 1 2 3 4 5
	Salesperson creates interest	6 7 8 9 10
	Explains why calling	
<b>Needs Confirmation</b>		
	Establish reason for customer interest (what's in it for them)	0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
<b>Close / Secure Commitment</b>		
	Persuasive in presenting a reason to commit	0 1 2 3 4 5
	Asked for appropriate commitment from the buyer, given the nature of sales call	6 7 8 9 10
<b>Communication Skills</b>		
	Effective verbal communication skills ( Volume, Pitch, Speed, Pronunciation)	0 1 2 3 4 5
	Natural - non rehearsed or read from script	6 7 8 9 10
	Verbiage (clear, concise, professional)	
<b>Overall</b>		
	Salesperson enthusiasm and confidence	0 1 2 3 4 5
	Logical Flow	
	60 seconds maximum, 30 - 45 seconds ideal	

**Voicemail Score**