

# GIVEAWAYPAD CALL RUBRIC



AGENT NAME:

CALL DATE/TIME:

Did they say the prize name in the very first sentence after confirming they had the right person on the line? (Points: 1)

Did they frame the call properly and use a transition statement after confirming? ("The purpose of our call is to ensure we have the right information, that way we can get a hold of you if your name is drawn." & "I've got you all entered...") (Points: 1)

Did they build sufficient rapport? (Target 2 Minutes) (Points 3)

Did they use the softener statement? (Can I do you a favor and increase your odds of winning?) (Points: 1)

Did they do the assumptive quote? (Not asking permission, just rolling into the quoting process) (Points 3)

Did they call it an insurance review instead of a quote? (Points: 1)

Call score