

Questions to ask **BANT**



BUDGET

- > Does the customer have a budget for the product?
- > Is the product affordable for the customer?
- > Is purchasing a viable option?



AUTHORITY

- > Does the customer have authority to purchase?
- > Who else needs to be involved in the decision to spend?
- > What factors might be holding the customer back from committing?



NEED

- > What is the customer's key driver or motivator?
- > What would the product help the customer to achieve?
- > What problems would the product address?



TIMING

- > What are the customer's current priorities and targets?
- > What is the customer's long term goal?
- > How urgent is the customer's problem?

How to qualify your leads