

BANT Qualification Chart

Budget Authority Need

10

1

Prospect

Search for Results they may want but not have to create URGENCY

2

FULLY QUALIFIED PROSPECT

5

3

UNWILLING SUSPECT

Develop Pathfinder

4

UNQUALIFIED PROSPECT

Search for Issues they may have but not want to create PAIN

0

0

5

10

Urgency

WILLINGNESS TO IMPLEMENT NEW SOLUTIONS



Budget Authority Need

10

High Level Authority
High receptivity to change
ROI established for new solutions
Salesperson responds to
Direct Needs
Customer provides
pre-commitment
Size of problem and gain verified

5

Customer's 3 important questions satisfied

- Compared to what?
- At what cost?
- Where is the evidence?

5 Customer decision factors – NO RED Minimum 3 Green

Customer can discuss P.R.I.S.M. with salesperson.

Moves through pipeline in half the normal cycle time

0

0

5

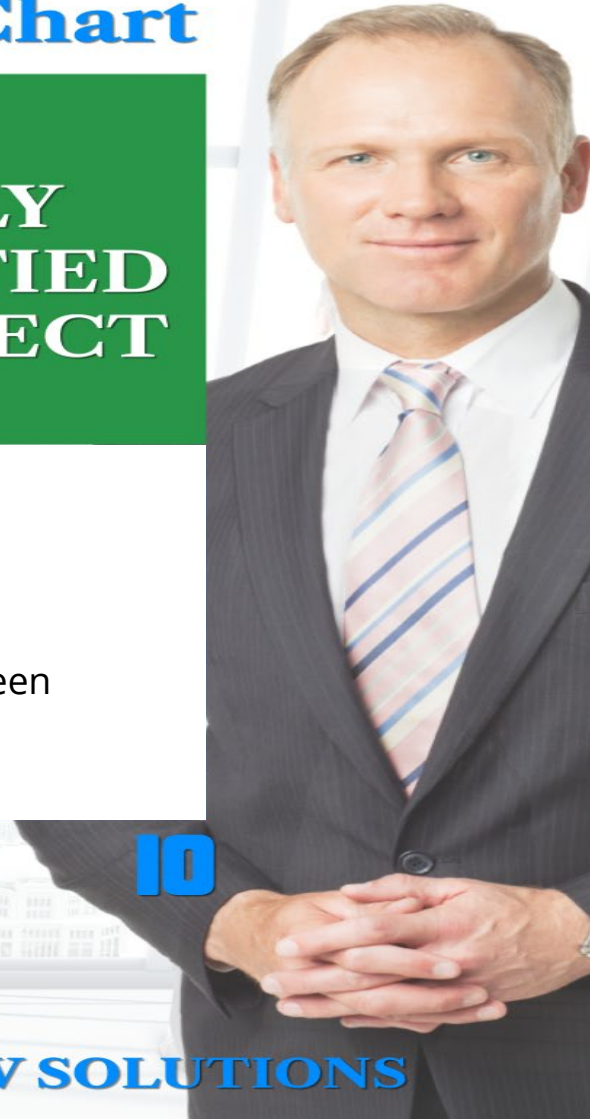
Urgency

WILLINGNESS TO IMPLEMENT NEW SOLUTIONS

2

FULLY
QUALIFIED
PROSPECT

10



BANT Qualification Chart

Budget Authority Need

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1

Prospect

Search for Results they may want but not have to create URGENCY

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Correct Authority

Low receptivity to change.

Salesperson responds to Indirect Needs

Customer avoids Direct need statements

Size of problem not verified

Incorrect response to customer's 3 important questions

- Compared to what?
- At what cost?
- Where is the evidence?

Most commonly seen when **PAIN** has not been established and measurement not applied to "cost to keep"

Sits in the pipeline without progress.

0

0

5

10

Urgency

WILLINGNESS TO IMPLEMENT NEW SOLUTIONS

BANT Qualification Chart

Budget Authority Need

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5

0

3

**UNWILLING
SUSPECT**

Develop
Pathfinder

Incorrect Authority / influencers sponsoring
High personal receptivity to change
Salesperson responds to relationship and RFP
Influencer assumes limited authority
PDM not involved

Influencer responds to customer's 3 important questions

Most commonly seen when responding to RFP without P.R.I.S.M. Sales process and work audit. Unless a Pathfinder is engaged with a Personal Win to support the solution then discard until an activating event occurs.

5

10

Urgency

WILLINGNESS TO IMPLEMENT NEW SOLUTIONS

BANT Qualification Chart

Budget Authority Need

10

Low Level Authority
Budget not established.

Salesperson recognises opportunity with influencers
Salesperson responds to RFP
Customer provides no pre-commitment
Size of problem and gain unknown

Customer's 3 important questions overlooked

- Compared to what?
- At what cost?
- Where is the evidence?

China Egg.

Sits in the pipeline nest
Looks very promising but never hatches
P.R.I.S.M. Analysis required with key influencers

5

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5

4

UNQUALIFIED PROSPECT

Search for Issues they may have but not want to create PAIN

10

Urgency

WILLINGNESS TO IMPLEMENT NEW SOLUTIONS

