

THE STARTUP SELLING SALES QUALIFICATION BANT QUESTION GUIDE

A key step early in your sales conversations with new opportunities is to "qualify" the person and situation as a legitimate sales opportunity. Here are list of questions you can ask following the "BANT" Framework (Budget, Authority, Need & Timing) to help you figure out what's real, and what's not!

Budget: Is there funding available for the purchase, or can it be made available ?

- Do you have a budget for this project ?
- How do you calculate ROI internally ?
- Have you bought [INSERT TYPE OF SOLUTION] before ? What type of solution ? From who ?
- What do you pay now ?
- How does the budgeting process work ? What's the approval process like for ascertaining budget for a new investment ? What's the fiscal calendar ?
- Do you have a use it/lose it situation with your budget ?
- Are there internal partners to work with ?
- Are there related budgets we can work with ?

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Authority: Is the person/people you're talking with able to make a decision?

- Who's involved with the decision process ?
- Who else that you would consult with/collaborate with in this evaluation ?
- Who else is typically involved with these types of decisions ?
- What is your approval process ?
- Who will be the person signing the agreement ?
- Shall we include others as we review the solution ?

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Need: What are the customer's problems ?

- Are you currently using [INSERT SOLUTION] ? Do you have a solution in-house today ?
- How are you using [INSERT COMPETITIVE SOLUTION] ?
- How are you planning to use the [INSERT COMPETITIVE SOLUTION] ?
- What's working, and what's not, with [INSERT COMPETITIVE SOLUTION] you have ?
- What is prompting you to do something about it ? Why are you talking to me ? Why me, why now ?
- What solutions are you evaluating ? What other options are you considering ?
- Have you talked with any other partners or vendors yet ?
- How have you tried to solve the problem in the past ?
- Where does your company go if you don't secure a solution ? Where does it go if you do ? If you could solve this problem, what could you do ?
- What happens if you don't make a change ?
- Do you have development resources or engineers standing by ?
- Is this a must have or nice to have ?
- Is this for new content to an existing product or new product altogether ?

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Timing: By when does a decision need to be made ? Is there urgency ?

- By when do you want to be live with the a new solution ?
- Are there any over-arching company strategies that affect the timing ? Are there other company projects waiting for this project first ?
- Is there a certain project/product launch critical to this solution ?
- How quickly do you need to have this figured out by ? Have you set a project timeline for this ?
- Are you in a contract with another provider now ? When does your current agreement expire ? What's the internal process when entering into a agreement ?
- When does your fiscal year start ?
- Do you have resources to dedicate to integration and implementation ?

Notes