

BANT Qualification



BANT – What is it?

- A framework for qualifying an opportunity.
- Should be asked during the discovery phase.
- It covers 4 main areas of questioning to verify the opp.

Budget
Authority
Need
Timeline

BANT – why bother?

- Good qualification = higher conversion ratio of opps to wins.
- Ensures we focus on the right opps.
- Allows us to classify opps in terms of their veracity & stage.



*do these guys have the
budget?*

budget questions

1. Do you currently have a budget allocated for this solution, or will you have to make the case for one?
2. What is your budget for this solution?
3. Which department does the budget come from?
4. If you do need to make a case for the solution, how would you go about that and how can we help?
5. Is [price range] within your budget?
6. How much have you spent on similar solutions in the past?
7. Have you thought about what level of return you would need to justify this expenditure?
8. Is ROI a part of your justification process. If so how do you calculate this and how can we help?

*who has the **authority** to
sign this off?*

authority questions

1. Are you the decision maker? If not, who is?
2. Are there multiple decision makers? If so who are they?
3. Map out all the stake holders for me (end user, influencer, decision maker, executive sponsor)
4. Is there anyone else in your company you'd like or need to include in these discussions?
5. Do you anticipate any pushback from your colleagues or superiors against this solution?
6. Who first decided to explore the idea of this solution within your company?

*do they even **need** our
solution?*

need questions

High Level Generic Questions (tie Curator to company-wide objectives)

1. What are your (or your companies) biggest priorities this year?
2. What are your (or your companies) biggest challenges this year?
3. What has your growth been to date?
4. What are your business growth goals for this year?
5. One of the most common issues we keep hearing about is [blank]. Is this an issue for you?
6. Who are your biggest competitors? How do they solve this problem?
7. What are your company's competitive strengths and weaknesses?

Specific Curator Questions

1. Do you have remote workers using video content?
2. Rest of Alex's questions

*do they have a **timeline** or
will this drift?*

timeline questions

1. What's prompting you to do something about this challenge/opportunity now?
2. How urgent is the issue?
3. What is your timeline for making a decision?
What is your timeline for seeing results?
4. How long have you been facing this problem/dealing with these pain points? 52. How soon would you be open to install/onboarding/delivery?



business impact

Business Impact Questions

Understanding the specific impact that Curator will have for this one potential client – rather than understanding the general impact of your product on a similar client – helps you provide more personalized service and a custom approach for a more likely sale.

- 53. What does quantitative success look like for your business?
- 54. What are your necessities from this deal should it happen?
- 55. What spill-over benefits or qualitative results would you like to see from this deal?
- 56. What are your normal daily tasks so I can better understand how we could help you?
- 57. How do you see your business needs changing as your company evolves?
- 58. Which teams/departments would be affected/would benefit from this?
- 59. Should we make a deal, who would need to be ramped up/trained on your end?
- 60. To what extent does seasonality impact your business?



competitor questions

Competitor & Industry Questions

61. Have you tried a solution like ours in the past?
62. If/when you tried to address this issue in the past, what was the result?
63. Why did you choose to consider us?
64. What do you know about us, our product, and/or our service?
65. Are you exploring any other options or consulting with any other solution in our industry?
66. What is it about [competitor] that has you considering them?
67. How did you hear about us?
68. Would we be replacing a current solution/supplier, or is this your first time working with a company in this industry?
69. Which company or provider are you currently working with for this?
70. Do you have a contract with one of our competitors?
71. Why did you initially choose to go with that company?
72. Why are you considering changing suppliers/partners at this time?
73. What specifically are you looking for in a deal with a new provider/partner?
74. Why are you unsatisfied with the current solution/state?
75. Is there any chance you'll decide to stay with your current solution, or are you definitely moving on?



advancing the deal

Advancement Questions

As the deal gets closer, ask these questions to see if you'll actually close and to address any final roadblocks.

- 76. What's the best way to communicate with you moving forward?
- 77. It seems like this would be a good fit for you. What do you think?
- 78. Do you have any concerns I can address at this time?
- 79. Are there any reasons why we can't move forward at this time?
- 80. Based on what I've described, do you believe what I'm able to offer can address your needs?
- 81. Does this sound like something that would be beneficial to your business?
- 82. Right now, what would you say could stop us from working together?
- 83. Do you have any concerns about how our product/service would work?



closing the deal

Closing Questions

Time to seal the deal. Ask these questions to see if your prospect is headed to the finish line.

84. If we meet your price, is there any reason you wouldn't make a deal with me today?

85. If I could find a way to address that final concern, would that be enough to make you feel comfortable signing today?

86. What if I can offer free [upgrade]? Would that make you feel comfortable signing today?

87. Are you all set to review the contract?

88. Can you commit to doing business by signing a contract today?

89. I can only guarantee this price until [date] – does that time frame work for you?

CRM Category

Commit Opportunities

- All 4 parameters *fully qualified*
- High level of confidence to close
- Deal is in administrative closing process
- Single source RFP, verbal confirmation etc
- All these deals close

Top Forecast Opportunities

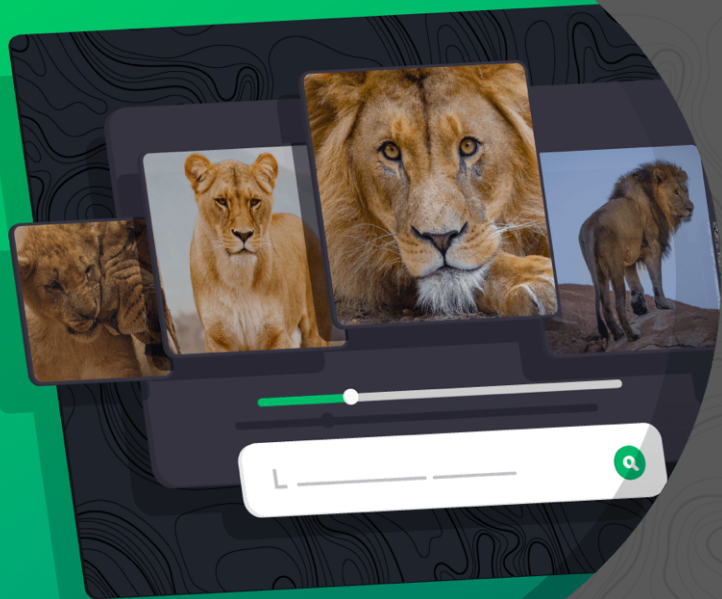
- All 4 parameters *fully qualified*
- Medium level of confidence to close
- RFP process / strong buying signals etc
- Most of these deals close

Forecast Opportunities

- Partially qualified
- At least 1 parameter not qualified
- Solid opportunity but still unknown variables

Pipeline & Upside

- Unqualified pool of leads.



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