

BANT Definition and Prospecting Questions

BANT, which stands for **budget**, **authority**, **need**, and **timeline** is a methodology for ranking sales opportunities based on a lead's budget, decision-making authority, need, and purchase timeline. Top leads are identified through this process as you and your sales team ask questions and dialogue to establish an understanding of the four major factors of a purchase decision.

Below are some qualifying questions to ask for each component of BANT:

BUDGET

- Do you currently have any budget restrictions for [type of solution]?
- How much are you currently spending for [type of solution]?
- Is there any flexibility in your budget in terms of being able to pull from other departments?
- Do you know how much this might cost you (or your business) if this issue is not fixed?

AUTHORITY

- Are there other people involved in your purchasing process, or do you have the final say?
- What would a typical buying process look like at your organization, specifically for [type of solution]?
- Who else do you think we should involve in this conversation?

NEED

- Where does [problem your solution solves] sit on your priority list?
- What are some things you like about your current [solution/vendor] you are using?
- What are some things you'd like improved about your current [solution/vendor]?
- Is there anything you've tried in the past to solve this problem?

TIMELINE

- When are you looking to [implement this solution or solve this problem]?
- Is there anything happening within your organization that could put a hold on your trying to find a solution to this problem?
- Are you currently in any contract or commitment with a current [vendor/supplier/solution-provider]?