

Business lead qualification: Questions you should ask

Without thorough lead qualification, sales teams can fail to understand how best to approach their new business opportunities. Be sure to consider the conversion to sale when deciding if the lead qualifies.

Take control – knowing the right qualifying questions will boost your chances of success.

Sales teams qualify how well a lead is suited to their product with a number of prescribed questions, to better understand the best angle to approach the sale.



What should you be asking?

Start by understanding **BANT** – lead qualification essentials you need to cover.

B

Budget

What's your budget for this purchase?



A

Authority

Who has the authority to sign off a new purchase?



T

Timeframe

What's your timeframe for this purchase?



N

Need

Do you have a need for this product/solution?



These **BANT** values are vital to lead qualification, but you need to ask questions that also build a good relationship with your lead.

Keep it conversational

Instead of asking "what's your timeframe?", try asking...

"Are you in a rush to solve this problem?"



Or instead of "What's your budget?" try...

"How has this problem effected your budget?"



Take time now to plan your business lead qualification questions, and you'll soon see the effect it has on your sales success.



REMEMBER

– it's not just about the details, it's about working together with the lead to ensure your product/solution works for their business.



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