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| Why people buy  Hot to generate leads  Types of Closes | Qualifying leads with BANT  BANT refers to a series of questions you can ask a prospect to further refine their likelihood of buying from you. It focuses on four areas.   1. Budget – does the prospect have a budget to purchase? 2. Authority – Does the person you are engaging with have the authority to sign off on a purchase 3. Need – Does the prospect have a demonstrable need for your product/service 4. Timeline – when is the prospect planning to buy. Is there a sense of urgency?   Earn Trust Through Listening  The Four Ps of Presentation  Types of Objections |