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| Why people buyHot to generate leadsTypes of Closes | Qualifying leads with BANTBANT 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 ListeningThe Four Ps of PresentationTypes of Objections |