

BANT: 13 Sales Qualification Questions To Ask

Budget: Is Your Solution A Priority For Your Prospect

Questions:

1. How much would you spend on similar products/services?
 2. Who is in charge of financial decisions?
 3. How much money is budgeted for this solution?
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Authority: Understand Their Decision-Making Process

Questions:

1. What is your decision-making process?
 2. How can I help you meet your expectations?
 3. Who on your team would be using this solution? What are their values? Obstacles?
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Need: How To Gauge Their Pain Level

Questions:

1. What does your current process look like?
 2. Where do you run into hurdles?
 3. What problems are you trying to solve by looking at solutions like ours? How often do you run into those problems? How much do they bother you on a scale from 1 to 10?
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Timing: Find Out How Soon They're Willing To Act

Questions:

1. Walk me through the evaluation process. How long have you been looking for a solution?
 2. What types of time constraints are you working with?
 3. What are the implications if you don't meet the timeline?
 4. Are there any contracts from other solutions you're already signed to? Until when?
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