Sales Systems / Lead Qualification

Guide sales reps through Budget, Authority, Need, and Timeline questions to determine if a lead is worth pursuing.
Difficulty: Intermediate
Model: GPT-4 / Claude / Gemini
Use Case: Lead Qualification, Sales Process, Pipeline Management
Updated: May 2026
Why This Prompt Exists
Most sales teams waste time on leads that will never close — because they don't qualify early.

You get:

- hours of demos for leads with no budget
- proposals for leads without decision authority
- follow-ups for leads with no real need
- deals stuck in pipeline with no timeline
- frustrated sales reps chasing bad leads

But qualification is not optional.

It is the filter that protects your sales team's time.

- Budget: do they have money to buy?
- Authority: can they make or influence the decision?
- Need: do they have a problem you solve?
- Timeline: when do they need to solve it?

Without BANT, you waste time on leads that will never close.

This framework forces AI to create BANT qualification questions and scoring.

The Prompt

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Assume the role of a sales qualification specialist who uses BANT to
prioritize leads.

Your task is to create a BANT qualification framework.

Generate:

1. BUDGET QUESTIONS (5-7 questions)
   - Open-ended to uncover budget range
   - How to ask about budget without being awkward

2. AUTHORITY QUESTIONS (5-7 questions)
   - Identify decision-maker vs. influencer
   - Understand decision process

3. NEED QUESTIONS (5-7 questions)
   - Uncover pain points
   - Quantify impact of problem

4. TIMELINE QUESTIONS (5-7 questions)
   - Understand urgency
   - Identify buying window

5. BANT SCORING GUIDE
   - How to score each category (1-5)
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   - Minimum score to pursue
   - Disqualification thresholds

6. QUALIFICATION SUMMARY TEMPLATE
   - How to document BANT findings

INPUTS:

Your Product/Service:
[DESCRIBE]

Typical Price Range:
[INSERT $]

Typical Buyer Role:
[INSERT]

Typical Sales Cycle:
[WEEKS OR MONTHS]

Common Pain Points You Solve:
[LIST]

RULES:
- Budget: ask about range, not exact number
- Authority: ask about decision process, not just "are you the decision maker?"
- Need: focus on impact (time, money, resources)
- Timeline: ask about urgency and consequences of delay

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- Score each category (1-5), disqualify below threshold
- Document qualification in CRM for transparency
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How To Use It

- Ask budget as a range, not an exact number (“What range are you expecting to invest?”).
- Authority questions should focus on decision process, not just “are you the decision maker?”
- Need questions should uncover the impact (time, money, resources wasted).
- Timeline questions should reveal urgency (“What happens if you don’t solve this by [date]?”).
- Disqualify early if any BANT category scores below threshold.

Example Input

Your Product/Service: CRM automation software for sales teams

Typical Price Range: $5,000-20,000/year

Typical Buyer Role: VP of Sales, Sales Operations Director

Typical Sales Cycle: 4-8 weeks

Common Pain Points: Sales reps wasting 5+ hours/week on manual CRM data entry, inaccurate data, missed follow-ups

Why It Works
Most sales teams waste time on bad leads.

This framework improves outcomes by forcing:

- budget discovery (affordability)

- authority identification (decision access)
- need quantification (problem severity)
- timeline urgency (buying window)
- scoring consistency (prioritization)

Great qualification doesn't kill deals — it saves time for deals that will actually close.

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