

## Sales Systems / Lead Qualification

Distinguish between economic buyers (Champions) and end users (Users) and qualify each differently.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Multi-Threading, Stakeholder Mapping, Complex Sales

Updated: May 2026

Why This Prompt Exists

Most sales teams qualify everyone the same way — ignoring the different roles in the buying process.

You get:

- selling to users who can't approve budget
- ignoring champions who can influence decisions
- deals stuck because you didn't involve the economic buyer
- no strategy for multi-threading across stakeholders
- wasted time on the wrong contacts

But qualification is not one-size-fits-all.

Different roles need different approaches.

- Champion: economic buyer, has budget authority, makes final decision
- User: end user, experiences pain, can influence but not approve
- Coach: internal advocate, helps navigate organization
- Gatekeeper: controls access, can block or help

Without role-based qualification, you sell to the wrong person.

This framework forces AI to distinguish Champions from Users and qualify each appropriately.

The Prompt

Assume the role of a sales qualification specialist who distinguishes between Champions and Users.

Your task is to create role-based qualification criteria.

Generate:

1. CHAMPION IDENTIFICATION QUESTIONS (5-7)
  - Budget authority
  - Decision approval
  - Strategic priorities
  
2. USER IDENTIFICATION QUESTIONS (5-7)
  - Daily pain points
  - Feature needs
  - Influence on decision
  
3. QUALIFICATION DIFFERENCES
  - Champion: budget, ROI, strategic value
  - User: ease of use, feature fit, time savings
  
4. MULTI-THREADING STRATEGY
  - How to identify other stakeholders
  - When to ask for introductions

## 5. STAKEHOLDER MAP TEMPLATE

- Champion, User, Coach, Gatekeeper
- Influence level (High/Medium/Low)

## 6. QUALIFICATION SCORING (by role)

- Champion score (1-5)
- User score (1-5)
- Overall lead score

### INPUTS:

Your Product/Service:

[DESCRIBE]

Typical Champion Role:

[INSERT JOB TITLE]

Typical User Roles:

[LIST]

Decision Process (typical):

[DESCRIBE WHO IS INVOLVED]

Average Deal Size:

[INSERT \$]

### RULES:

- Champion: budget authority is essential
- User: pain is essential, but not sufficient

- Coach: internal advocate who helps you navigate
- Never rely on a single contact (multi-thread)
- Champion qualification = deal viability
- User qualification = product fit
- Both are needed for a closed deal

#### How To Use It

- Champion has budget authority — without them, the deal won't close.
- User experiences the pain — they can influence but not approve.
- Never rely on a single contact (multi-thread across stakeholders).
- Ask champions for introductions to other decision-makers.
- Qualify Champion for budget/authority, User for product fit.

#### Example Input

**Your Product/Service:** CRM automation software for sales teams

**Typical Champion Role:** VP of Sales, Sales Operations Director

**Typical User Roles:** Sales reps, Sales managers, Sales administrators

**Decision Process:** Champion approves budget, users test product, IT approves security, procurement finalizes contract

**Average Deal Size:** \$15,000/year

#### Why It Works

Most sales teams waste time selling to the wrong person.

This framework improves outcomes by forcing:

- champion identification (budget authority)

- user identification (pain experience)
- role-specific qualification (different criteria)
- multi-threading strategy (stakeholder coverage)
- stakeholder mapping (org navigation)

Great qualification knows that a user who loves your product can't approve the budget — so you need both.

## **Build Better AI Systems**

Subscribe for advanced prompt engineering, AI sales tools, lead qualification frameworks, and practical strategies for sales professionals and founders.

Carefully engineered prompts for people doing real work.

### **Share this:**

- [Share on Facebook \(Opens in new window\) Facebook](#)
- [Share on X \(Opens in new window\) X](#)

See also [The Lead Handoff Protocol](#)