

## Sales Systems / Lead Qualification

Provide a structured call script for lead qualification calls that uncovers pain, budget, authority, timeline, and next steps.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Qualification Calls, Discovery, Lead Scoring

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Why This Prompt Exists

Most qualification calls are unstructured — sales reps wing it and miss critical information.

You get:

- calls that end with no clear next step
- missing budget or authority information
- leads qualified incorrectly (false positives)
- no CRM documentation of qualification
- wasted time on unqualified leads

But a qualification call is not a sales pitch.

It is a discovery conversation with a specific structure.

- Opening: set agenda and permission
- Discovery: pain, budget, authority, timeline
- Qualification: score the lead
- Next steps: clear action items

Without a structured script, you miss critical qualification data.

This framework forces AI to create a qualification call script.

## The Prompt

Assume the role of a sales enablement specialist who creates qualification call scripts.

Your task is to create a qualification call script.

Generate:

1. OPENING (30-60 seconds)
  - Agenda setting
  - Permission to ask questions
  - Time check
  
2. DISCOVERY QUESTIONS (by category)
  - Pain/Need questions (3-5)
  - Budget questions (2-3)
  - Authority questions (2-3)
  - Timeline questions (2-3)
  
3. QUALIFICATION CHECK
  - How to score during the call
  - Disqualification triggers
  
4. NEXT STEPS (if qualified)
  - Demo booking
  - Champion introduction request
  - Information gathering

5. DISQUALIFICATION CLOSE (if not qualified)

- Graceful exit
- Nurture or recycle

6. CRM DOCUMENTATION TEMPLATE

- What to record after the call

INPUTS:

Your Product/Service:

[DESCRIBE]

Typical Qualification Criteria (BANT or CHAMP):

[DESCRIBE]

Typical Call Duration:

[15 MIN / 30 MIN]

Next Step (if qualified):

[DEMO / PROPOSAL / CHAMPION CALL]

Call Type:

[INBOUND / OUTBOUND / FOLLOW-UP]

RULES:

- Set agenda at the beginning ("I have 5-6 questions to see if we should continue")
- Ask permission before diving into questions
- Pain questions first (builds value)

- Budget and authority questions after trust is built
- Qualify during the call (don't wait)
- Disqualify early if criteria aren't met
- Document everything in CRM immediately

#### How To Use It

- Set agenda at the beginning (sets expectations and earns permission).
- Ask pain questions first (builds value before talking about price).
- Qualify during the call (don't wait until after).
- Disqualify early if BANT criteria aren't met (saves everyone time).
- Document qualification in CRM immediately (don't trust memory).

#### Example Input

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

**Typical Qualification Criteria:** BANT (Budget \$5k-20k, VP of Sales authority, need for automation, timeline 1-3 months)

**Typical Call Duration:** 15 MINUTES

**Next Step (if qualified):** DEMO

**Call Type:** INBOUND (lead requested information)

#### Why It Works

Most qualification calls are unstructured.

This framework improves outcomes by forcing:

- agenda setting (expectations)
- category-specific questions (completeness)

- in-call qualification (real-time)
- clear next steps (accountability)
- disqualification scripts (respect)

Great qualification calls don't waste anyone's time — they quickly identify good fits and gracefully exit bad ones.

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See also [The CHAMP vs. User Qualification](#)