



No Smoke and Mirrors

Driving Explosive Growth

Mark Allen Roberts

Qualifying

A key step in a formal sales process is Qualifying.

Not every customer is a good customer for your business to serve. In this step we use a system called BANT first developed by IBM in the late 1980's that is still very effective today.

Understand Problem to Be Solved

Do they have a **B**udget?

Does buyer have **A**uthority?

Do we understand **N**eed?

Do we understand **T**imeline?

Apply

Write your questions to each of the four **BANT** questions.

It is key your questions move from broad to specific and sound conversational not canned.

1 _____

2 _____

3 _____

4 _____

Practice each question 10 times out loud with a peer, a family member and again they need to have the pace and tone that is conversational. As we discuss in the book if someone shares something you do not completely understand ask them to elaborate.

This video on how to have conversations that lead to revenue may help you .

[Are your Salespeople “Pitch-slapping” your prospects?](#)

If you would like to discuss building rapport let's schedule a call. You can reach me at Mark@nosmokeandmirrors.com

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