

WHITE PAPER



EVALUATING B2B LEAD QUALITY: A GUIDE FOR CLOSING MORE CLIENTS AND MAXIMIZING LTV



B2B



OVERVIEW

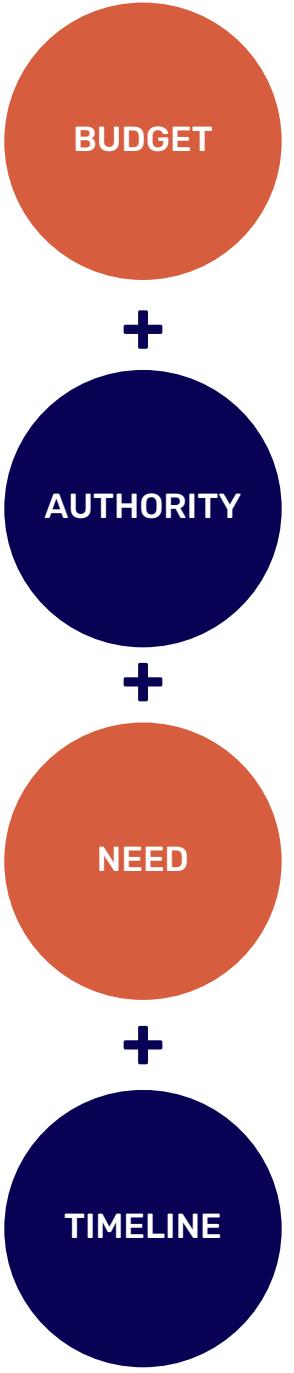
The competitive business-to-business (B2B) landscape presents sales professionals across small, medium, and enterprise organizations with the challenge of effectively identifying and engaging high-quality leads that have the potential to convert into valuable customers.

Recognizing the importance of quality leads enables sales teams to prioritize their efforts, optimize their time, and ultimately, close more deals. The BANT method, focusing on four key factors:

Budget, Authority, Need, & Timeline.

The BANT method has gained widespread adoption across diverse industries, providing sales professionals with a comprehensive framework for lead evaluation. This approach allows businesses, irrespective of their size, to better understand their prospects and determine if they are genuinely interested in the product or service being offered. Furthermore, using the BANT method can significantly improve sales conversions, as teams can customize their sales pitch to each lead, emphasizing the aspects that matter most to them. By considering the lead's financial capabilities, decision-making authority, the need for the product or service, and their expected timeline for purchase, sales professionals can identify the leads with the highest potential for conversion.

In this extensive guide, we will delve into the four critical criteria of the BANT method, providing an in-depth analysis of the five tips under each category. This valuable information will help you evaluate B2B leads proficiently, regardless of the size of your sales team or the industry you're in. By implementing the BANT method and leveraging the insights from this guide, you'll be better equipped to prioritize your sales efforts, effectively engage with leads, and ultimately, close more deals.



A vertical stack of four circles, each containing one of the BANT factors. The circles are connected by plus signs (+). The top circle is orange and contains the word 'BUDGET'. The second circle is dark blue and contains the word 'AUTHORITY'. The third circle is orange and contains the word 'NEED'. The bottom circle is dark blue and contains the word 'TIMELINE'.



I. Budget: Assessing Your Lead's Financial Capacity

BEST PRACTICES:

Understanding a lead's financial capacity is crucial for determining whether they can afford your product or service. The following section will provide a deeper insight into evaluating a lead's budget:

1. Initiate a conversation on budget: Begin the dialogue by directly inquiring about their allocated budget for the product or service. This helps you understand if your offerings are a suitable fit for their financial situation.
2. Investigate the lead's financial standing: Dive into the financial background of the company, including revenue, profits, and investments, to understand how much they can spend. This will give you insight into whether they can afford the product or service and help you tailor your proposal accordingly.
3. Find out about financial commitments or preferences: Discover if they have any existing financial commitments, such as loans or other recurring expenses, or if they have specific pricing preferences. This information will help you adjust your offerings to their needs.
4. Check if their desired product or service matches their budget priorities:
Determine if the lead prioritizes the type of product or service your company offers, ensuring that your proposal aligns with their financial goals.
5. Assess willingness to invest: Figure out if they're willing to invest in the product or service based on their financial priorities and perceived value. This will help you understand their motivations and the potential for a successful sale.
6. Analyze their competitors' pricing: Research the prices offered by your competitors to get a better understanding of the market and identify potential pricing strategies that could appeal to the lead.
7. Understand the organization's budget cycles: Familiarize yourself with the company's budget cycles, such as fiscal year-end or quarterly reviews, to better gauge when they may have funds available for new investments.



I. Budget: Assessing Your Lead's Financial Capacity (cont)

8. Offer flexible payment options: Present various payment options, such as installment plans or discounts for upfront payments, to accommodate leads with different budgetary constraints and preferences.
9. Discuss the ROI of your product or service: Clearly communicate the return on investment (ROI) that your product or service can provide, helping the lead understand the long-term financial benefits of investing in your offering.
10. Be prepared to negotiate: Develop negotiation strategies to find common ground and create a win-win scenario for both parties in terms of pricing and financial commitments.

CASE STUDY



HubSpot, a leading inbound marketing, sales, and customer service software provider, used the BANT method to qualify their leads effectively. By focusing on the lead's budget, they were able to identify the most promising leads and customize their pricing plans accordingly. As a result, HubSpot experienced a 70% increase in monthly recurring revenue from their new customers.

70%



GetScaled utilizes a variety of methods in order to ensure that the organizations we target and the leads we deliver meet the Budget criteria. These include the following:

- Demographic data, including job title, education level, and more.
- Purchase history, including previous purchases of similar offerings.
- Industry-based targeting, including business categories and specific organizations.
- Content-based vetting, including sequences designed to vet non-budgeted prospects.



II. Authority: Identifying Decision-Makers

BEST PRACTICES:

Determining if a lead has decision-making authority helps you know if they can finalize the deal. Here are ten aspects to consider when assessing their authority:

1. Learn their role in the decision-making process: Inquire whether they are making the decision independently or consulting with others within the organization. This information will help you address any concerns or involve them in the process.
2. Find out if they've made similar purchasing decisions before: Investigate their purchase history to understand their level of authority and experience in procuring products or services similar to yours.
3. Identify the decision-making hierarchy: Understand the organizational structure and the chain of command to determine the key decision-makers and influencers within the company. This will help you navigate the organization more effectively.
4. Engage with multiple stakeholders: Connect with multiple stakeholders to establish relationships with all relevant parties involved in the decision-making process. This will ensure that your sales message reaches the right people and increases your chances of closing the deal.
5. Verify the decision-making timeline: Determine the lead's decision-making timeline to align your sales approach with their expectations and avoid applying unnecessary pressure.
6. Assess the company culture: Gain insights into the organization's culture and decision-making style, which can affect the lead's authority and the overall sales process.
7. Understand their decision-making criteria: Identify the factors that influence the lead's decision-making process, such as product features, pricing, or vendor reputation, to tailor your sales pitch accordingly.



II. Authority: Identifying Decision-Makers (cont)

8. Develop a relationship with the decision-maker: Establish rapport and trust with the lead by demonstrating expertise, credibility, and understanding of their needs.
9. Provide relevant case studies or testimonials: Offer evidence of your product or service's success with similar companies, highlighting how your solution has met or exceeded their expectations.
10. Address any objections or concerns: Proactively identify and address any potential objections or concerns the lead might have, demonstrating your ability to meet their requirements and mitigating any doubts about your offering.

CASE STUDY



Cisco, a global technology leader, employed the BANT method to streamline their sales process and improve lead qualification. By targeting decision-makers and engaging with them directly, Cisco's sales team could shorten the sales cycle and close deals more efficiently. This approach resulted in a 20% increase in sales productivity and a 15% increase in deal size.

15%

GetScaled METHODOLOGY

GetScaled utilizes a variety of methods in order to ensure that the prospects we target and the leads we deliver meet the Authority criteria. These include the following:

- Content-based vetting, including sequences designed to ask if there are others that need to be involved in the decision.
- Historic data, including signatory information that confirms who has decision-making power in an organization.



III. Need: Determining Your Lead's Necessity for Your Product or Service

BEST PRACTICES:

Evaluating a lead's need for your product or service is essential to understanding their interest level. Consider these ten factors when examining a lead's need:

1. Identify their pain points: Understand the challenges and issues they face that your product or service can potentially address or solve. This will help you create a compelling sales pitch tailored to their specific needs.
2. Gauge the urgency of their need: Determine how pressing their need is for the product or service and whether they are actively seeking a solution. This will help you prioritize leads and allocate resources accordingly.
3. Assess the fit between their needs and your offering: Ensure that your product or service aligns with their requirements, providing a solution that genuinely addresses their pain points.
4. Explore their past experiences with similar products or services: Understand their previous experiences with similar solutions to identify any gaps or opportunities for improvement that your offering can fulfill.
5. Analyze their current solution and its limitations: Examine their existing solution, if any, and identify its drawbacks, providing a basis for demonstrating the superiority of your product or service.
6. Identify industry trends or challenges: Stay informed about the lead's industry trends and challenges, and demonstrate how your product or service can help them stay competitive and adapt to changes in the market.
7. Provide a tailored product demonstration: Offer a personalized product demonstration that showcases how your solution addresses the lead's specific pain points and needs.
8. Emphasize unique selling points: Highlight the unique selling points of your product or service that differentiate it from competitors, emphasizing the added value it can bring to the lead's business.



III. Need: Determining Your Lead's Necessity for Your Product or Service (cont)

9. Showcase your expertise: Prove your understanding of the lead's industry and pain points by sharing relevant insights, data, and case studies, positioning yourself as a trusted advisor.

10. Offer a trial or pilot program: Provide the lead with the opportunity to experience your product or service firsthand, allowing them to better understand its benefits and potential impact on their business.

CASE STUDY



Slack, a widely used business communication platform, utilized the BANT method to assess the needs of their leads. By identifying the specific pain points and challenges their potential customers faced, Slack could present their product as a tailored solution, ultimately increasing their conversion rates. This approach led to a 33% increase in sales qualified leads (SQLs) and contributed significantly to Slack's rapid growth.

33%

GetScaled METHODOLOGY

GetScaled utilizes a variety of methods in order to ensure that the prospects we target and the leads we deliver meet the Need criteria. These include the following:

- Historic data, including previous purchases of similar services or items.
- Organizational need profiling, including industry, competitors and complimentary needs profiling.
- Intent-based data, including lead-scoring methodologies that give clear visibility past need and into quantifiable levels of motivation to purchase.



IV. Timeline: Understanding Your Lead's Purchase Timeline

BEST PRACTICES:

A lead's purchase timeline is crucial to align your sales process with their expectations. Here are ten factors to consider when evaluating a lead's timeline:

1. Determine their ideal implementation timeframe: Understand when they would like to have the product or service in place, allowing you to align your sales approach with their schedule.
2. Identify any external factors influencing their timeline: Be aware of any external factors, such as industry regulations or market conditions, that may impact their purchase timeline.
3. Discuss the procurement process: Gain insights into their procurement process, including any necessary approvals or paperwork, to align your sales efforts with their internal processes.
4. Address potential roadblocks: Proactively identify and address any potential obstacles that may delay their decision-making or implementation process.
5. Set expectations and establish a timeline for follow-ups: Clearly communicate your expectations and establish a timeline for regular follow-ups to maintain momentum in the sales process.
6. Offer support during the decision-making process: Provide resources, information, and guidance to help the lead navigate their internal decision-making process and secure necessary approvals.
7. Be mindful of seasonal trends: Consider the lead's industry-specific seasonal trends or busy periods, which could impact their purchasing timeline.
8. Develop contingency plans: Prepare alternative strategies to accommodate potential changes in the lead's timeline or circumstances, ensuring that you can adapt your sales approach as needed.



IV. Timeline: Understanding Your Lead's Purchase Timeline (cont)

9. Monitor progress and adjust your approach: Regularly assess the lead's progress in their decision-making process and adjust your sales strategy accordingly, ensuring that you stay aligned with their evolving needs and expectations.
10. Be patient and persistent: While respecting the lead's timeline, maintain regular communication and demonstrate your commitment to helping them find the right solution for their needs.

CASE STUDY



Adobe, a multinational software company, implemented the BANT method to better understand their leads' purchase timelines. By aligning their sales process with the leads' expected timeframes, Adobe's sales team could deliver a more personalized experience and improve customer satisfaction. This strategy helped Adobe achieve a 50% reduction in their sales cycle time and a 25% increase in close rates.

50%

GetScaled METHODOLOGY

GetScaled utilizes a variety of methods in order to ensure that the prospects we target and the leads we deliver meet the Need criteria. These include the following:

- Historic data, including dates of previous purchase dates of similar services or items.
- Ownership data, including relevant complimentary product data.
- Demographic data, including title and job roles and responsibility.
- Intent-based data, including lead-scoring methodologies that give clear visibility past need and into quantifiable levels of motivation to purchase.



STRATEGY INTEGRATED

By concentrating on the four core criteria of Budget, Authority, Need, and Timeline, and implementing the tips shared in this comprehensive guide, you will become proficient at evaluating B2B leads and prioritizing your sales efforts. Effectively engaging with leads and closing more deals will become a natural outcome of mastering the BANT method, setting you on a path to continued success in the world of B2B sales.



In small and medium-sized organizations, budget constraints might be more stringent, whereas enterprise organizations might have more flexibility in their financial capacity. Tailor your approach accordingly.



In small and medium-sized organizations, decision-making processes might be more centralized, with fewer people involved. Conversely, enterprise organizations often have a more complex decision-making hierarchy with multiple stakeholders.



The needs of small, medium, and enterprise organizations may differ significantly. Be prepared to adapt your approach and tailor your offering to match their unique requirements.



Small and medium-sized organizations may have shorter decision-making and implementation timelines, whereas enterprise organizations might have more complex and lengthy processes. Adapt your approach accordingly.

ABOUT GETSCALED

GetScaled's mission is to give business owners, sales professionals, and marketing leaders a single resource for connecting directly with their most valuable prospects, dramatically increasing lead flows, increasing their conversion rates, optimizing cross-department budgets and maximizing revenue growth.

ADDITIONAL RESOURCES



GETSCALED UNIVERSITY



TECHNOLOGY



SALES
STRATEGY



POLICIES &
BEST PRACTICES



MARKETING
AUTOMATION



PERFORMANCE
MEASUREMENT



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