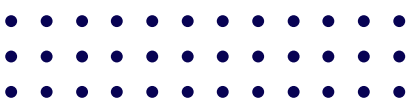




GetScaled

EVALUATING B2C LEAD QUALITY: A GUIDE FOR MAXIMIZING CONVERSIONS & REVENUE





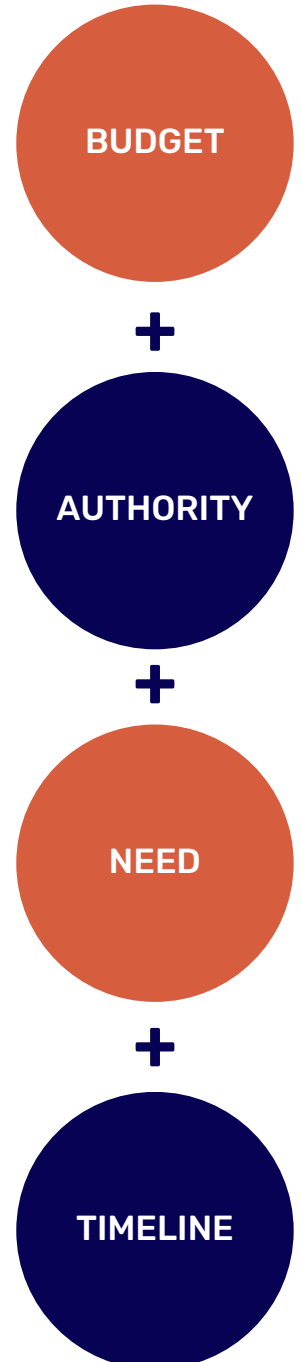
OVERVIEW

The competitive business-to-consumer (B2C) landscape is filled with countless companies vying for the attention of potential customers. To achieve success in such an environment, sales professionals must find ways to identify and engage with quality leads who are more likely to convert into loyal customers. By understanding the significance of quality leads, sales teams can prioritize their efforts, save time, and ultimately, close more deals. One proven method for effectively assessing leads is the BANT approach, which delves into four key factors:

Budget, **Authority**, **Need**, & **Timeline**.

The BANT method has been widely adopted across various industries, providing sales professionals with a comprehensive framework for lead evaluation. This approach allows businesses 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 tailor their sales pitch to each lead, focusing on 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.

This guide will explore the four critical criteria of the BANT method, providing an in-depth analysis of the five tips under each category as well as how GetScaled has baked these core principles into its platform, strategy, and process in order to deliver incredibly high-quality leads at enormous volumes. By implementing these techniques and the GS platform, you'll be better equipped to focus your sales efforts, effectively engage with leads, and, quickly close more deals.





I. The Scoop on Budget

BEST PRACTICES:

Knowing if a lead can afford the product or service they want is crucial. Keep these five points in mind when checking out their budget:

1. Ask about their budget for the product or service: Start the conversation by directly inquiring about their available budget. This helps you understand if your offerings are a good fit for their financial situation.
2. Look into their financial situation: Investigate their income, assets, and debts to see 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.

Get Scaled **METHODOLOGY**

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

- Demographic data including income, job title, education level and more.
- Purchase history, including previous purchases of similar offerings.
- Location-based targeting, including where prospects live and work.
- Content-based vetting, including sequences designed to vet non-budgeted prospects.



II. Who's Got the Authority?

BEST PRACTICES:

Figuring out if a lead has decision-making authority helps you know if they can seal the deal. Here are five things to think about when assessing their authority:

1. Learn their role in the decision-making process: Ask if they're making the decision independently or consulting others, such as a spouse or family member. This information will help you address any concerns or involve other stakeholders in the conversation.
2. Find out if they've bought similar products or services before: Investigate their purchase history to understand their familiarity with the buying process and the types of products or services they've previously chosen. This can help you tailor your approach and offer relevant options.
3. Assess familiarity with the product or service: Gauge their knowledge of different products or services in the industry. The more informed they are, the easier it may be to discuss options and benefits.
4. Check confidence in decision-making: Determine if they feel comfortable making decisions about products or services. Confident leads may be more receptive to your recommendations, while less-confident leads may require additional guidance.
5. Evaluate interest and engagement: Observe how engaged they are with your sales and marketing materials. Leads who show genuine interest in your offerings are more likely to become customers.

Get Scaled **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 a household.

III. What's the Need?

BEST PRACTICES:

Understanding a lead's need for the product or service helps you determine the sales opportunity's value. Use these five tips to evaluate their need:

1. Figure out their requirements: Ask questions to identify the specific product or service they're looking for. Understanding their needs will help you present the most relevant options.
2. Assess urgency: Determine how urgently they need the product or service and whether it aligns with your offerings. A strong sense of urgency can indicate a higher likelihood of converting the lead into a customer.
3. Evaluate the fit between needs and products/services: Analyze how well your product or service features and benefits match their requirements. The better the fit, the more likely they are to purchase.
4. Learn about their awareness of alternatives: Understand their knowledge of competing products or services and providers. This information can help you differentiate your offerings and address any concerns or misconceptions.
5. Assess responsiveness: Monitor their response to your sales communication efforts and their progress through the sales pipeline. Leads who actively engage and respond to your outreach may be more likely to convert.

Get Scaled **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.
- Ownership data, including relevant need-based items - aka home ownership for home insurance-based campaigns.
- Demographic data, including targeted personal data - aka age-based data for medical-related campaigns.
- Intent-based data, including lead-scoring methodologies that give clear visibility past need and into quantifiable levels of motivation to purchase.

IV. What's the Timeline?

BEST PRACTICES:

Knowing a lead's timeline for deciding on a product or service can seriously impact your chances of making a sale. Keep these five points in mind when sizing up their timeline:

1. Ask when they want to purchase the product or service: Inquire about their desired timeframe for making a purchase. This information helps you prioritize your sales efforts and gauge their level of commitment.
2. Figure out if any factors might affect their timeline: Identify any life events or external factors that could influence their decision-making process. This insight helps you adjust your approach and tailor your offerings to their specific situation.
3. Identify possible roadblocks: Recognize potential obstacles that could delay their decision-making, such as indecisiveness or external influences. Addressing these roadblocks head-on can help move the sales process forward.
4. Gauge their sense of urgency: Assess whether their urgency matches your sales goals and expectations. Aligning your timeline expectations with the lead's can lead to a smoother sales process and increased chances of success.
5. Determine their propensity for action: Investigate their history of indecision or procrastination. Leads who consistently take action and make decisions are more likely to convert into customers.

GetScaled *METHODOLOGY*

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

- Response criteria, including asking time to projected purchase.
- Historic data, including specific policy renewal information.
- Direct CRM integration in order to deliver leads for rapid follow-up.
- Advanced lead-scoring strategies to prioritize time-sensitive prospects.



PUTTING IT TOGETHER

The BANT method is an incredibly powerful and versatile tool for sales professionals seeking to accurately assess the quality of B2C leads across a wide range of industries. By concentrating on the four core criteria of Budget, Authority, Need, and Timeline, and thoroughly examining the five tips associated with each, you'll be able to streamline your sales efforts, efficiently allocate resources, and maximize the impact of your sales initiatives.

Furthermore, implementing the BANT method into your sales process allows you to cultivate stronger relationships with your leads. By understanding their financial capabilities, decision-making authority, needs, and timelines, you can better personalize your approach and communication, fostering trust and rapport with potential customers. This level of customization is essential in today's competitive consumer landscape, where personal connections and understanding your prospects can make all the difference in closing deals and securing long-term customer loyalty.

So, whether you're a seasoned sales expert or a newcomer eager to sharpen your lead evaluation skills, incorporating the BANT method into your sales strategy is the key to unlocking greater sales success. Take the time to truly understand and analyze each lead, utilizing the insights provided in this guide, and you'll be well on your way to transforming your sales pipeline and boosting your overall performance. Remember, it's not just about the quantity of leads—it's about the quality, and the BANT method will help you identify and focus on those that matter most.

GetScaled is here to make you hyper-successful! Happy hunting, and here's to your sales growth!

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



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