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| Why people buy  How to generate leads  Types of Closes | Qualifying leads with BANT  BANT refers to a series of questions you can ask a prospect to further refine their likelihood of buying from you. It focusses on four areas:   1. **B**udget – Does the prospect have a budget to purchase? 2. **A**uthority – Does the person you are engaging with have the authority to sign off on a purchase? 3. **N**eed – Does the prospect have a demonstrable need for your product/service? 4. **T**imeline – When is the prospect planning to buy? Is there a sense of urgency?   Earn Trust Through Listening  The Four Ps of Presentation  Types of Objections |