

BANT

Budget, Authority, Need, Timeline — The Classic Qualification Standard

Sales Methodology Guide · convinco.co

Overview

Developed by IBM in the 1950s, BANT is the original sales qualification framework and remains one of the most widely taught and recognized acronyms in the profession. While newer frameworks have refined it, BANT's simplicity makes it an enduring baseline.

BANT identifies the four critical elements that must be present for a deal to be worth pursuing. Used as a checklist — rather than a rigid script — it helps reps quickly assess whether a prospect has the means, authority, motivation, and urgency to buy. It's most effective in transactional or mid-market sales with shorter cycles.

The Framework

B — Budget

Does the prospect have the financial resources to make this purchase? Have they allocated budget? Or would this require new budget approval? Key question: 'Is there a budget set aside for solving this, or would we need to create a business case?'

A — Authority

Is the person you're speaking with empowered to make the buying decision? Or are they an influencer, recommender, or end-user? Key question: 'Who ultimately approves a purchase like this in your organization?'

N — Need

Does the prospect have a genuine, recognized need for your solution? Is the problem real, acknowledged, and felt with some urgency? Key question: 'What's driving the interest in solving this now?'

T — Timeline

When is the prospect planning to make a decision and implement? Is there a deadline, event, or fiscal trigger creating urgency? Key question: 'What does your timeline look like for getting something in place?'

How to Use on Sales Calls

Qualification Calls	Use BANT as a mental checklist during or after initial discovery calls. Don't run through them as a script — work them into natural conversation.
SDR Handoff	Require BANT elements to be documented before an SDR passes a lead to an AE. Incomplete BANT = incomplete qualification.
Pipeline Reviews	Use BANT gaps as a conversation framework: 'We don't know their budget or timeline — what's the plan to find out?'
Re-qualification	On deals that have gone cold or stalled, revisit BANT: has budget been approved? Has the decision-maker changed?

Pro Tips

- BANT is a minimum bar, not a complete picture — layer it with pain and stakeholder mapping.
- Authority is often the most underestimated element. Always ask about the full decision process.
- Timeline creates urgency but also honesty — short timelines can disqualify you if implementation takes longer.
- If Need isn't strong, budget and timeline don't matter. Come back when the pain is real.

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Every sales methodology in this guide becomes dramatically more effective when your reps can execute it flawlessly on live calls — without relying purely on memory or experience. That's exactly what Convinco enables.

Key Features

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Convinco listens to your live call and surfaces the right question, reframe, or talk track at exactly the right moment — invisibly, so your prospect never knows.

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