



BANT

- BUDGET** Budget allocated for project, or budget available, or understanding of budget allocation process.
- AUTHORITY** Face to face meeting OR telephone appointment is agreed and booked with one of the following:
1. Project leader and/or;
 2. Key decision maker and/or;
 3. Influencer over the project.
- NEED** The decision maker or project leader or influencer has one or more of the following needs:
1. An identified need for a product or service,
 2. An uncovered pain point/requirement/business need,
 3. Would like to understand more about the business or proposition/solution.
- TIMESCALE** Endeavour to book a face to face or telephone appointment. This appointment is with a decision maker, influencer or project leader that has identified a potential project with timescales (three months) for the installation, or supplier shortlist, or proposal/quote, or decision date.

Appointment/lead description

A Lead - Full BANT qualification. Endeavour to book a face to face or telephone appointment. This appointment is with a decision maker or influencer or project leader that has identified a potential upgrade project with timescales (three months) for the installation of, or supplier shortlist, or proposal/quote, or decision date to start a project.

Pipeline description

B Leads – Partially qualified Lead – potential opportunity within (six to nine months)

C Leads – Partially qualified Lead – potential opportunity within (nine to twelve months plus)

D Leads – Potential requirement, call back arranged and/or email information requested to be sent.
(No specific timescales)

E Leads – An interest is discovered, further nurture & development is required and/or email information requested to be sent.