

Common Lead Qualification Frameworks

BANT

- Budget
- Authority
- Need
- Timing

Champ

- Challenges
- Authority
- Money
- Motivation
- Plan

Champion

- Challenges
- Authority
- Money
- Motivation
- Plan
- Identify
- Opportunity
- Needs

Spin

- Situation
- Problem
- Implication
- Need-Payoff

GPCTBA/C&I

- Goals
- Plans
- Challenges
- Timeline
- Budget
- Authority
- Consequences & Implications

FAINT

- Funds
- Authority
- Interest
- Need
- Timing

3 B's

- Bait
- Bridge
- Buil

MEDDIC

- Metrics
- Economic Buyer
- Decision Criteria
- Decision Process
- Identify Pain
- CHampion