

A System for Lead Scoring and Lead Ranking

The lead management process begins with the generation of inquiries. Once generated inquiries will flow through a qualification and nurturing process to identify qualified leads. The process will assure that you are maximizing the conversion of these qualified leads into sales. Here is a system for ranking leads based on the B.A.N.T. criteria. If you are not familiar with the B.A.N.T. criteria, it is a method of assessing the quality of prospects and tracking them through the sales qualification process.

B.A.N.T.

B = Budget

A = Authority (meaning decision maker)

N = Need (prospect has a problem / need for your solution)

T = Time frame (prospect has a time frame for solving their problem / making the purchase decision)

The following table describes one version of the B.A.N.T. process used to determine the quality/stage of a prospect. The four categories are standard. What may change is the how a company breaks out time frame for making the purchase decision and how they contact the prospect.

	Qualified Opportunity	Opportunity	Lead	Inquiry
Budget	Defined and fits your solutions specs	Defined	Not defined	Not defined
Authority	Decision maker is involved in selection process	Decision maker, specifier involved in selection process	Specifier, influencer, decision maker involved in selection process	Influencer, specifier involved in gathering information
Need	Problem identified, need for solution established	Problem identified, need for solution established	Problem identified, need for solution being explored	Problem not necessarily identified
Time frame	Purchase in 1 – 3 months	Purchase in 3 – 6 months	Purchase 6 months and out	Not identified
Status	Meets all 4 of B.A.N.T. criteria Ready to buy, have been through full on site demonstration and have requested proposal	Meets 3 of 4 B.A.N.T. criteria Final evaluation, have requested full / customized demonstration	Meets 2 of 4 B.A.N.T. criteria Evaluation, possibly requested intro demonstration	Meets 1 or none of B.A.N.T. Gathering information
Contact	Field sales	Field sales, inside sales (telesales)	Inside sales, direct marketing	Direct marketing with telesales follow up

This is the information you should know to have an accurate picture of where your business is tracking and also to measure the effectiveness of your marketing activities. If you don't have this information today, at the very least you should know what leads you have in the pipeline. Knowing that would be sufficient for initial planning purposes.