3 Leads Qualifying Models

BANT (Best for Simple Sales Cycles & Fast Transactions)	**CHAMP** (Best for Consultative Sales & Pain-Point Selling)	**MEDDICC** (Best for High-Value B2B Sales & Enterprise Deals)
BANT is a straightforward method used for quick lead qualification: • **Budget** – Does the lead have the budget for this solution? • **Authority** – Are they the decision-makers or key influencers? • **Need** – Does the prospect have a clear problem that this solution addresses? • **Timeline** – When do they plan to buy?	**CHAMP** focuses more on customer pain points, making it practical for consultative sales: • **Challenges** – What key problems is the prospect facing? • **Authority** – Who makes the final decision? • **Money** – Does the lead have the budget for this investment? • **Prioritisation** – How urgent is this problem to the prospect?	For complex, multi-decision-maker deals, **MEDDICC** offers a more profound, data-driven approach: • **Metrics** – What measurable impact does your solution provide (ROI, cost savings)? • **Economic Buyer** – Who controls the budget? • **Decision Criteria** – What factors does the buyer use to evaluate vendors? • **Decision Process** – What steps must occur before a decision is made? • **Identify Pain** – What business challenges make this purchase urgent? • **Champion** – Is there an internal advocate pushing for your solution? • **Competition** – Who else is being considered, and how do you stand out?
When to Use BANT • For short sales cycles (e.g., software trials, small B2B deals). • When selling to a single decision-maker. • When leads need minimal nurturing.	**When to Use CHAMP** • When selling solutions based on pain points (e.g., consulting, coaching, tech solutions). • When the sales team needs to uncover profound challenges before offering a solution.	**When to Use MEDDICC** • For large, enterprise-level sales (high-ticket SaaS, industrial solutions). • When multiple decision-makers are involved. • When sales cycles take months rather than weeks.