

# Qualifying Clients: Budget, Authority, Need & Timeline

## Quick recap

Sacha introduced the BANT model as a tool for qualifying leads and understanding client readiness in sales and coaching, explaining its four components: budget, authority, need, and timeline. She emphasized the importance of integrity in coaching by matching offerings to clients' actual needs and discussed the value of tiered program offerings to accommodate different client budgets. Sacha also covered the importance of early investment in AI and coaching, the need to identify true decision-makers, and the importance of understanding client needs and timelines to better serve their goals.

## Summary

### **BANT Model for Client Qualification**

Sacha introduced the BANT (Budget, Authority, Need, Timeline) model, originally developed by IBM in the 1960s, as a tool for qualifying leads and understanding client readiness in sales and coaching. She explained each component: budget (financial resources and willingness to invest), authority (decision-maker), need (alignment between client's needs and coach's offerings), and timeline (client's urgency). Sacha emphasized the importance of integrity in coaching by matching offerings to clients' actual needs and avoiding misalignment, and she shared examples to illustrate how the BANT model can be applied in practice. She also discussed the value of tiered program offerings to accommodate different client budgets without discounting prices.

### **AI Investment and Coaching Strategy**

Sacha discussed the importance of investing in AI and coaching early on, using Apple's late entry into the AI market as an example. He emphasized that having money does not guarantee recognizing the value of coaching, and highlighted the need to present coaching as an essential investment rather than a luxury. Sacha also covered the concepts of budget, authority, and decision-making in coaching sales, stressing the importance of identifying and engaging with the right decision-makers.

### **Financial Decision-Making Dynamics**

Sacha discussed the importance of understanding financial decision-making dynamics, particularly when coaching individuals or selling high-value products. She shared personal anecdotes about how lawyers and other professionals often consult their spouses or partners

before making significant financial commitments, emphasizing the need to identify the true decision-makers early in the process. Sacha also used Kodak's history as an example of how a company's failure to adapt to technological changes, specifically the digital camera market, led to its eventual bankruptcy, illustrating the consequences of ignoring market shifts.

### **Identifying Decision-Makers in Coaching**

Sacha discussed the importance of identifying the actual decision-makers in coaching situations and ensuring they see the value of the offering. He emphasized assessing the client's needs by listening to their challenges and focusing on solutions that address those needs. Sacha also shared a lesson from Blockbuster's failure to adapt to changing consumer preferences, highlighting the importance of recognizing and responding to market trends.

### **Client Need Recognition and Adaptation**

Sacha discussed the importance of helping clients recognize their needs, particularly in the face of external changes or industry trends. He used the example of Blockbuster's failure to recognize the importance of streaming, suggesting that coaches should educate clients about potential future needs. Sacha also emphasized the importance of asking about the urgency of clients' goals and the timeline for desired results. Colleen corrected Sacha's statement about Netflix's attempt to buy Blockbuster, confirming that Blockbuster had rejected Netflix's offer.

### **Client Urgency and Timeline Management**

Sacha discussed the importance of understanding client urgency and timelines to better serve their needs and build commitment. She used examples like weight loss goals, calculus requirements, and the electric vehicle market to illustrate how different clients approach their goals with varying levels of urgency. Sacha emphasized the need for coaches to help clients recognize the importance of addressing challenges promptly rather than letting them fall behind. She provided case studies of three clients (Sarah, Michael, and Karen) for participants to analyze, focusing on budget concerns, authority, needs, and timelines. The session concluded with a group exercise for participants to practice applying these concepts in different scenarios.

### **Sales Conversation Practice Strategies**

Sacha discussed the importance of practicing sales conversations, even in non-traditional settings, and shared a Google Doc with potential answers to help participants troubleshoot and problem-solve. She emphasized that there is no right way to address budget, authority, or other issues, as long as participants can discuss their approach. Sacha also announced office hours at 4 PM Central time for one-on-one coaching and encouraged participants to attend if possible.