

BANT LEADS GUIDE



You've got some BANT leads?

Great news, but BANT leads are not closed deals. It takes effort to turn BANT leads into wins. Your BDRs and Sales Reps will need to invest time and effort into converting BANT leads to revenue.

ReachForce and Marketo report that as many as 80% of sales representatives fail to pursue leads, 50% give up after one call, and **90% after three calls.**



Follow-up **IMMEDIATELY** and **CUSTOMIZE** your approach:

1. Read BANT notes.
2. Understand the needs of the prospect and their timeline.
3. Engage prospects via multiple channels.
4. Invite them to schedule a meeting with you to discuss their terms.
5. Continue offering high-quality content that is commensurate with the prospect's knowledge level.



What can you do to ensure conversion?

- Send emails between call attempts. Prospects who receive touchpoints via multiple channels have a 16% higher chance to be reached by phone.
- Consider deploying high-value sales and marketing programs with current customers, such as an annual customer summit or customer council.



Successful high-growth organizations report an average of 16 touch points across multiple channels per prospect, within a span of 2 to 4 weeks to successfully convert a hot lead into an opportunity.

Keep Reaching Out.

Add Value at Every Touchpoint.

Win.

CONTACT US

info@infusemedia.com
Phone: +1 (617) 459-4500

www.INFUSEmedia.com

One Gateway Center
300 Washington Street, Suite 850
Newton, MA 02458