pmg.

The Modern BANT Framework

B — Budget
Old: "Do you have a budget?"
New: "We track purchase intent + past spend trends

A — Authority
Old: "Are you the decision maker?"
New: "We analyze role seniority, job title, and engagement depth"

N — Need
Old: "Do you need our solution?"
New: "We score based on which topics they consume"

T — Timeline
Old: "When do you plan to buy?"
New: "We use behavioral scoring + urgency signals"