SCORECARD / BIZNATRON

Lead Qualification Scorecard

How to Decide Whether an Opportunity Deserves the Next Step

Lead qualification is not a test the buyer has to pass.

It is a decision system for answering four questions:

- Should this company buy?
- Can this company buy?
- Will this company realistically move?
- Should we sell to them?

Those questions sound similar, but they are not. A company can have a real problem and still be unable to buy. A buyer can have budget and still have no reason to change. A contact can love the solution and still have no influence. A deal can have meetings every week and still be going nowhere. A prospect can look exciting before purchase and become a poor customer after purchase. The purpose of qualification is to replace hope with evidence. A useful qualification system protects buyer time, seller time, pipeline integrity, forecast quality, delivery capacity, and customer outcomes.

The Biznatron Lead Qualification Scorecard keeps the original 100-point model, but adds a deeper rule:

SCORE WHAT IS KNOWN. EXPOSE WHAT IS UNKNOWN. ADVANCE ONLY WHEN THE NEXT STEP EARNS ITS PLACE.

1. Qualification Is a Decision, Not an Interrogation

Qualification should never feel like a seller reading a checklist at the buyer. The job is to understand whether enough evidence exists to justify more investment from both sides.

Good qualification answers:

- Is the account actually a fit?
- Is there a real problem or desired outcome?
- Does the issue matter enough to act on?
- Are the right people involved or reachable?
- Is there a buyer-owned reason to move?
- Do the economics make sense?

- Can the organization make a decision?
- Can the customer realistically succeed after purchase?

Qualification is not about rejecting as many leads as possible. It is about making the next decision with less guesswork.

2. ICP Fit and Opportunity Qualification Are Different

ICP fit answers:

Should this type of company be targeted?

Qualification answers:

Should this specific opportunity move forward now? A strong ICP account can still be weakly qualified because:

- No meaningful problem exists
- The problem has little impact
- The buyer has no priority
- The relevant stakeholders are missing
- The timing is weak
- The economics do not work
- The company cannot implement
- The decision path is unclear

The reverse is also true. A buyer may sound urgent but still be a poor customer because the account does not fit the solution, economics, delivery model, compliance requirements, or customer-success profile.

Use both systems:

ICP Score = Should we target this account? Qualification Score = Should we advance this opportunity?

3. Use the Four-Question Qualification Test

Before worrying about a framework name, answer four practical questions.

3.1 Should They Buy?

Is there a meaningful problem, gap, risk, or desired outcome that the solution can address?

Evidence may include:

- Current-state problems
- Root causes
- Business consequences

- Desired outcomes
- Failed prior attempts
- Operational constraints
- A clear reason to change

3.2 Can They Buy?

Can the organization realistically purchase and implement?

Look for:

- Budget capacity or ability to create budget
- Decision authority
- Procurement path
- Legal, security, or compliance requirements
- Technical fit
- Implementation resources
- Contract requirements
- Internal capacity

3.3 Will They Buy?

Is there enough priority, commitment, and decision confidence for movement to happen?

Look for:

- A buyer-owned reason to act
- A critical event or timing driver
- Stakeholder alignment
- A real evaluation process
- Clear decision criteria
- Visible next-step behavior
- Risk reduction
- Internal support for change

3.4 Should We Sell?

Would this be a healthy customer for the seller?

Look for:

- Commercial viability
- Margin
- Cost to serve
- Implementation burden

- Payment reliability
- Retention potential
- Expansion potential
- Strategic value
- Fit with ethical and delivery standards

A deal is strongest when all four answers become increasingly clear.

4. Interest Is Not Qualification

Interest is a signal. Qualification is judgment supported by evidence.

Weak signals include:

- “That sounds interesting.”
- “Send some information.”
- “We should look at this.”
- “Let’s stay in touch.”
- A friendly conversation
- A senior title
- A booked meeting
- A product demo request

None of those prove a real opportunity.

Stronger evidence includes:

- The buyer explains the problem in their own words
- The business consequence is specific
- The buyer explains what has already been tried
- A relevant stakeholder confirms the priority
- The buyer shares internal constraints
- The decision process starts becoming visible
- Other stakeholders join
- The buyer commits to a meaningful next action
- The buyer shares what would make the decision safe enough to approve

Use this rule:

ENGAGEMENT EARNS ATTENTION. EVIDENCE EARNS ADVANCEMENT.

5. The Friendly Contact Trap

A friendly contact can create false confidence.

They may:

- Reply quickly
- Take meetings
- Like the solution
- Share useful information
- Offer encouragement
- Say they will “talk internally”

But a friendly contact is not automatically:

- The problem owner
- A decision maker
- An economic buyer
- A champion
- A mobilizer
- Someone with political influence

Ask what the person actually does when the seller is not in the room.

A strong internal champion usually:

- Brings in other stakeholders
- Shares honest internal information
- Helps explain the business case
- Warns about blockers
- Helps navigate the decision process
- Protects momentum internally
- Takes action without being chased

A champion is proven by behavior, not friendliness.

6. Qualification Debt

Qualification Debt happens when unknown information is carried forward as though it were true.

Examples:

- “Budget is probably fine.”
- “The VP will likely approve it.”
- “They said Q4, so the timeline is real.”

- “Our contact seems influential.”
- “Procurement should be simple.”
- “They probably have the problem because they fit the ICP.”

Each assumption makes the opportunity look healthier than the evidence supports.

Qualification Debt grows when:

- Unknown fields are marked positive
- Seller notes use conclusions without evidence
- Stages advance because a meeting happened
- Managers avoid challenging weak opportunities
- Pipeline targets reward optimism
- Old information is never rechecked

The solution is simple:

UNKNOWN = UNKNOWN Do not punish an opportunity for missing information too early. But do not reward it either.

7. Use Three Levels of Truth

Qualification evidence should clearly separate what is observed, what is inferred, and what the buyer confirms.

Level 1: Observable Fact

Something verified through research, systems, or direct observation.

Example:

The company opened four new locations.

Level 2: Reasonable Hypothesis

A possible consequence based on the fact.

Example:

The expansion may be increasing operational complexity.

Level 3: Buyer-Confirmed Truth

What the buyer confirms is actually happening.

Example:

“Every location is handling the process differently, and leadership no longer has clear visibility.”

Use:

FACT → HYPOTHESIS → BUYER-CONFIRMED TRUTH

Never score a hypothesis as buyer-confirmed evidence.

8. The Seven Qualification Dimensions

The Biznatron scorecard uses seven dimensions totaling 100 points.

- Customer Fit: 15
- Problem Fit: 20
- Business Impact: 20
- Buyer Access and Authority: 15
- Priority and Timing: 10
- Commercial Fit: 10
- Decision Readiness: 10

The weighting is intentional. A real problem and meaningful impact matter more than whether a buyer has already named a budget.

9. Customer Fit: 15 Points

Question:

Can this company realistically become a successful customer?

Assess:

- Industry or use-case alignment
- Company profile
- Geography
- Operating model
- Technology or service environment
- Implementation feasibility
- Customer-success potential
- Negative-fit criteria

Full-score standard:

The account matches the intended use case, can realistically implement, and has no known structural disqualifier.

Important:

A great conversation should not rescue poor customer fit.

10. Problem Fit: 20 Points

Question:

Is there a real problem, gap, risk, or desired outcome the solution can address?

Explore:

- What is happening today?
- Where does the current approach break?
- How often does it happen?
- What causes it?
- Who experiences it?
- What has already been tried?
- Why has the issue remained unresolved?
- What would the desired state look like?
- Could the problem disappear without buying from us?

That last question matters. If the issue can disappear easily through a simple internal change, the opportunity may be weaker than it first appears.

Full-score standard:

The buyer confirms a meaningful current-state problem, root cause, or desired-state gap that aligns with the solution.

11. Business Impact: 20 Points

Question:

Does the problem matter enough to deserve change?

Impact may affect:

- Revenue
- Cost
- Time
- Capacity
- Productivity
- Customer experience
- Employee workload
- Risk
- Compliance
- Retention
- Profitability

- Growth
- Strategic priorities

Use two levels of impact.

Operational Impact

What does the problem disrupt day to day?

Commercial or Strategic Impact

Why does leadership care?

Example:

Operational impact:

Sales managers spend ten hours a week cleaning up prospecting issues.

Commercial impact:

AE selling capacity is reduced, pipeline coverage becomes inconsistent, and revenue targets become harder to forecast.

Full-score standard:

The consequence is meaningful enough to justify attention, investment, risk, or organizational change.

12. Buyer Access and Authority: 15 Points

Question:

Do we understand who owns, influences, approves, uses, or can block the decision? Map only the roles that matter.

Common roles:

- Problem owner
- User
- Manager
- Champion
- Economic buyer
- Executive sponsor
- Technical evaluator
- Security or compliance
- Procurement
- Legal
- Finance
- Blocker or skeptic

Do not assume authority from job title. A CEO may delegate the evaluation. A manager may control the entire practical decision. A technical evaluator may have veto power. Procurement may negotiate but not choose. A junior operator may understand the problem better than the executive sponsor.

Full-score standard:

The problem owner is engaged, the buying group is becoming visible, and there is a credible path to the people who can approve or block the decision.

13. Priority and Timing: 10 Points

Question:

Why should anything happen now rather than later?

Look for buyer-owned timing evidence:

- Critical event
- Renewal
- Expansion
- Hiring plan
- Leadership mandate
- Regulatory deadline
- Budget cycle
- Performance target
- Implementation target
- Customer commitment
- Contract expiry
- Strategic initiative
- Cost or risk becoming unacceptable

Do not manufacture urgency. Use the Four Clocks.

Problem Clock

When does the issue become painful enough to act?

Budget Clock

When can money be approved, moved, or created?

Contract Clock

Is a renewal, expiry, procurement window, or vendor deadline controlling timing?

Political Clock

Are the internal stakeholders ready to support change? A deal can be strong but delayed because only one clock is ready.

Full-score standard:

A buyer-owned reason to act exists and the controlling timing factors are increasingly clear.

14. Commercial Fit: 10 Points

Question:

Do the economics make sense for both sides?

Assess:

- Budget capacity
- Ability to create budget
- Expected contract value
- Margin
- Cost to acquire
- Implementation effort
- Cost to serve
- Support burden
- Payment viability
- Retention potential
- Expansion potential

14.1 The Budget Paradox

Budget matters, but asking “Do you have budget?” too early can create bad qualification. Why? Because budget is often the result of priority, not the cause of it. Some buyers already have an allocated budget. Some can move money. Some can create budget when the business case is strong. Some have budget but no real commitment.

Do not confuse:

No budget allocated yet

with:

No economic capacity or no willingness to fund the outcome. Problem first. Impact second. Economic reality next.

Full-score standard:

The likely investment, implementation burden, and customer economics are reasonable for both sides.

15. Decision Readiness: 10 Points

Question:

Can this organization realistically move from interest to a decision?

Assess:

- Decision criteria
- Decision process
- Stakeholder alignment
- Internal approval path
- Risk concerns
- Competing priorities
- Evaluation method
- Procurement or paper process
- Next-step commitment
- Decision confidence

Decision readiness is not the same as urgency. A buyer may want change but still hesitate because the decision feels risky, confusing, politically difficult, or hard to defend internally. This is where many deals die as “no decision.”

Full-score standard:

The decision path is becoming clear, material risks are understood, and the buyer is willing to take logical next actions.

16. Motivation and Indecision Are Different Problems

A stalled buyer can be dealing with one of two very different issues.

Lack of Motivation

The buyer does not believe change matters enough.

Typical symptoms:

- Weak impact
- Low priority
- No meaningful consequence of waiting
- Status quo feels acceptable

Response:

Strengthen understanding of the problem, impact, and reason to change.

Indecision

The buyer believes change may be needed but fears making the wrong choice.

Typical symptoms:

- Repeated evaluation
- More stakeholders added without progress
- Constant requests for more information
- Fear of implementation
- Fear of internal blame
- Difficulty comparing options
- Decision criteria keep changing

Response:

Reduce uncertainty, simplify the decision, clarify tradeoffs, provide relevant proof, and lower perceived risk. Do not respond to indecision by creating fake urgency.

17. Momentum and Qualification Are Not the Same

Some deals are active but weak. Others are quiet but genuinely strong. Use a simple four-box view.

High Qualification + High Momentum

Healthy active opportunity. Protect progress and keep evidence current.

High Qualification + Low Momentum

Potentially valuable but stalled. Find the controlling friction: timing, stakeholder, risk, process, or priority.

Low Qualification + High Momentum

Danger zone. Lots of meetings, emails, demos, or activity may create the illusion of a real deal.

Low Qualification + Low Momentum

Usually nurture, recycle, or close. This prevents activity from being mistaken for progress.

18. The 100-Point Lead Qualification Scorecard

Use the following weights:

- Customer Fit: 15
- Problem Fit: 20
- Business Impact: 20
- Buyer Access and Authority: 15
- Priority and Timing: 10

- Commercial Fit: 10
- Decision Readiness: 10

Total: 100 Score based on the best available evidence, not seller confidence.

19. Evidence Scale for Each Dimension

Use a consistent scale inside each weighted category. 0% of category weight No evidence, direct contradiction, or clear negative fit. 25% Weak signal, assumption, or early evidence only. 50% Relevant partial evidence, but important gaps remain. 75% Strong evidence with limited unresolved gaps. 100% Clear and verified evidence supports qualification.

Example:

Problem Fit is worth 20 points. If the buyer clearly confirms the problem but root cause and severity are still incomplete, the opportunity may score 15/20 rather than 20/20. The point is not mathematical perfection. The point is that two sellers looking at the same evidence should reach roughly similar conclusions.

20. Add Evidence Confidence

A score can look precise while the evidence is weak. For each major dimension, label the confidence behind the score.

Verified

Directly confirmed by reliable evidence or the buyer.

Strong Evidence

Multiple credible indicators support the conclusion.

Partial Evidence

Some support exists, but important information is missing.

Assumed

The conclusion is mostly inferred.

Unknown

There is not enough information.

Example:

Opportunity A = 82/100 with mostly verified evidence. Opportunity B = 82/100 with several assumed fields. Those are not equally qualified.

21. Evidence Decay

Qualification evidence does not stay fresh forever.

Examples:

- A budget discussed six months ago may no longer exist.
- A champion may leave.
- A strategic initiative may be cancelled.
- A renewal date may move.
- A problem may be solved internally.
- A competitor may become the preferred option.
- A procurement requirement may change.

Use this rule:

THE OLDER THE EVIDENCE, THE MORE IMPORTANT IT IS TO RECONFIRM IT BEFORE A MAJOR STAGE CHANGE.

Evidence that controls a proposal, forecast, negotiation, or close should be recent enough to trust.

22. Qualification Tiers

80–100: Sales Qualified

Strong evidence supports advancement.

Action:

Move to the logical next stage, while continuing to update qualification.

65–79: Qualified With Gaps

The opportunity may deserve advancement, but important evidence is missing.

Action:

Advance only when the next step is designed to close the gaps.

50–64: Nurture or Recycle

There is some fit or interest, but not enough evidence for active pipeline.

Action:

Move out of active pipeline. Re-engage when timing, problem, stakeholder, or commercial evidence changes.

Below 50: Disqualify or Monitor

The opportunity is too weak, too uncertain, or structurally unsuitable.

Action:

Close, disqualify, or monitor unless new evidence materially changes the situation.

23. The Gap-to-Next-Step Rule

This is one of the most important operating rules in the scorecard. Every meaningful qualification gap should do one of three things:

- Become the purpose of the next step
- Move the opportunity to nurture
- Stop the opportunity from advancing

Example:

Gap:

Economic buyer is unknown.

Good next step:

A working session with the problem owner to review who must approve the business case.

Bad next step:

Another generic demo.

Gap:

Business impact is unclear.

Good next step:

Discovery focused on operational and commercial consequence.

Bad next step:

Send pricing.

Use:

QUALIFICATION GAP → PURPOSEFUL NEXT STEP

If the next step does not reduce uncertainty, it may be activity without progress.

24. Mandatory Gates

A high score should not override a critical failure.

Before an opportunity becomes Sales Qualified, normally verify:

- A plausible use case exists

- A meaningful problem or desired outcome exists
- The issue has enough consequence to justify further work
- At least one relevant stakeholder is engaged or clearly identifiable
- A logical next step exists
- No known hard disqualifier exists

For complex or enterprise opportunities, progressively add:

- A potential champion
- A path to the economic buyer
- Decision criteria
- Decision process
- Business case
- Implementation requirements
- Security, technical, legal, or procurement path
- Competitive position
- Paper process
- Decision-risk understanding

25. Hard Disqualifiers vs Soft Friction

Hard Disqualifiers

Conditions that usually mean the opportunity should stop.

Examples:

- No relevant use case
- Unsupported geography
- No realistic implementation path
- Requirement conflicts with the solution
- Unacceptable legal, security, compliance, or ethical risk
- Structurally unprofitable economics
- Competitive conflict
- Fraud or payment concern
- Buyer requires capabilities that do not exist
- Customer expectations cannot be delivered responsibly

Soft Friction

Conditions that make the opportunity harder but do not automatically make it wrong.

Examples:

- Low current urgency
- Budget not yet allocated
- Long procurement
- Limited buyer access
- No champion yet
- Complex stakeholder group
- Incumbent provider
- Long timeline
- Competing priorities
- Higher implementation effort

Hard disqualifier = stop or redesign. Soft friction = change strategy, timing, or effort.

26. Qualification by Deal Size

The depth should match the risk and complexity of the decision.

SMB or Transactional

Usually confirm:

- Fit
- Problem
- Impact
- Decision maker
- Commercial practicality
- Timing
- Next step

Mid-Market

Add:

- Multiple stakeholders
- Decision criteria
- Business case
- Implementation complexity
- Champion potential
- Procurement
- Risk

Enterprise or Complex Sale

Add deeper evidence around:

- Metrics
- Economic buyer
- Decision criteria
- Decision process
- Champion
- Competition
- Paper process
- Security
- Legal
- Procurement
- Implementation
- Internal politics
- Decision confidence

Do not force enterprise-level discovery into a simple low-value purchase. Do not use lightweight SMB qualification for a strategic enterprise decision.

27. Use Frameworks for the Problem They Solve

No qualification framework is complete by itself.

BANT

Useful for:

Simple or established buying motions where budget, authority, need, and timing are genuinely knowable early.

Risk:

Can become seller-centered and budget-first.

CHAMP

Useful for:

Problem-first qualification where challenge and priority matter before money.

SPICED

Useful for:

Consultative sales where situation, pain, impact, critical event, and decision information need to connect.

MEDDIC / MEDDPICC

Useful for:

Complex, high-value, multi-stakeholder opportunities where deal inspection needs deeper evidence.

Sandler

Useful for:

Pain, money, decision, mutual fit, and honest disqualification. The Biznatron scorecard acts as the simple operating layer. Use deeper frameworks when the deal requires deeper evidence.

28. Qualification Questions Should Sound Like Business Questions

Do not interrogate the buyer.

Bad:

- “What is your budget?”
- “Are you the decision maker?”
- “What is your timeline?”

Better:

- “How does an initiative like this normally get funded?”
- “Who else would need confidence before something like this could move?”
- “Is there a date, renewal, target, or operational event that changes when this matters?”

Useful questions by area:

Current State

- How is this being handled today?
- Where does the current approach work well?
- Where does it start breaking down?

Problem

- What prompted the conversation now?
- What is harder than it should be?
- How often does that happen?
- What has already been tried?

Impact

- What does that affect?
- Who else feels the impact?

- What happens if nothing changes?
- Is there a measurable target connected to solving it?

Decision

- How would the team decide whether a change is worth making?
- What would they compare?
- Who needs to be involved?
- What could block the decision?

Commercial

- How is this kind of initiative normally funded?
- What level of investment needs extra approval?
- What would the outcome need to be worth for the investment to make sense?

Risk and Confidence

- What would make a solution feel too risky?
- What would the team need to believe before moving?
- Where could implementation go wrong?
- What would make staying with the current approach feel safer?

Next Step

What is the most logical next action from here?

29. Qualification Across the Funnel

Qualification is not a one-time event. It should get deeper as risk increases.

Prospecting

Confirm:

- Basic ICP fit
- Plausible problem
- Relevant buyer
- Reason for outreach

Initial Conversation

Confirm:

- Actual problem
- Initial consequence

- Interest in change
- Relevant stakeholder
- Reason for next step

Discovery

Confirm:

- Root cause
- Business impact
- Desired outcome
- Priority
- Stakeholders
- Commercial reality
- Buying environment

Opportunity

Confirm:

- Decision criteria
- Decision process
- Champion
- Economic buyer path
- Business case
- Implementation requirements
- Timing
- Competitive position

Proposal or Evaluation

Confirm:

- Stakeholder alignment
- Commercial fit
- Decision confidence
- Procurement and paper process
- Risk
- Clear decision milestone

Negotiation or Commit

Reconfirm:

- Business case

- Authority
- Commercial terms
- Implementation expectations
- Final blockers
- Approval path
- Signature process
- Start conditions

An opportunity can become more qualified or less qualified at any stage.

30. Stage Advancement Needs Evidence, Not Activity

A stage should describe buyer progress, not seller activity.

Weak stage logic:

- Demo happened
- Proposal sent
- Three calls completed
- Pricing shared

Stronger stage logic:

- Buyer confirmed business impact
- Decision criteria are known
- Economic buyer path is clear
- Stakeholders are aligned
- Commercial terms are being evaluated
- Procurement has started
- Final approval is pending

Use:

STAGE = BUYER EVIDENCE, NOT SELLER ACTIVITY

31. Meeting Qualification Standard

A booked meeting is not automatically a qualified meeting.

A qualified outbound meeting should normally include:

- An account matching the agreed ICP
- A relevant stakeholder
- A plausible or confirmed problem
- Reasonable potential for business value
- A legitimate reason for the conversation
- No known hard disqualifier

Do not require full opportunity qualification before the first meeting. The purpose of the meeting is often to turn hypotheses into buyer-confirmed truth. After the meeting, update the score based on what was actually learned.

32. CRM Qualification Fields

Store the evidence, not only the score.

Recommended fields:

- Customer fit score
- Problem fit score
- Business impact score
- Buyer access score
- Priority and timing score
- Commercial fit score
- Decision readiness score
- Total qualification score
- Qualification tier
- Evidence confidence
- Primary problem
- Root cause
- Business impact
- Desired outcome
- Problem owner
- Primary stakeholder
- Economic buyer
- Champion
- Critical event
- Controlling timing clock
- Decision criteria
- Decision process

- Known risks
- Commercial constraints
- Implementation requirements
- Hard disqualifier
- Soft friction
- Next-step purpose
- Evidence last confirmed date
- Qualification notes

A complete-looking CRM record is not useful if the content is mostly assumptions.

33. Qualification Review and Coaching

Managers should inspect the quality of the evidence, not only the total score.

Ask:

- Are high-scoring opportunities actually converting?
- Which dimensions predict wins?
- Which dimensions are regularly over-scored?
- How much Qualification Debt is in the pipeline?
- Which opportunities have high momentum but weak evidence?
- Which gaps remain open for too long?
- Which evidence is stale?
- Which disqualifiers appear most often?
- Which qualified meetings become real opportunities?
- Which won deals looked weak early, and why?
- Which lost deals were overqualified?
- Which churned customers reveal qualification mistakes?

Use actual outcomes to improve the scorecard.

34. Common Qualification Mistakes

Avoid:

- Using BANT as an interrogation checklist
- Treating budget as the first test
- Assuming authority from title
- Confusing friendliness with champion behavior
- Scoring assumptions as facts

- Keeping unknowns hidden
- Advancing because a meeting happened
- Sending proposals before impact is clear
- Keeping dead deals open to protect pipeline
- Using the same qualification depth for every deal
- Ignoring customer-success and implementation fit
- Ignoring buyer indecision
- Confusing urgency with pressure
- Treating “no decision” as the same as “lost to competitor”
- Failing to re-confirm old evidence
- Qualifying only once
- Letting quota pressure inflate the score

Qualification should improve truth, not make the pipeline look bigger.

35. Reusable Lead Qualification Worksheet

Lead / Account:

Primary Contact:

Company:

Opportunity:

Owner:

Customer Fit: ___ / 15 Problem Fit: ___ / 20 Business Impact: ___ / 20 Buyer Access and Authority: ___ / 15 Priority and Timing: ___ / 10 Commercial Fit: ___ / 10 Decision Readiness: ___ / 10 Total Score: ___ / 100

Qualification Tier:

Evidence Confidence:

Recommended Action:

Problem

Primary Problem:

Root Cause:

Business Impact:

Desired Outcome:

What Happens if Nothing Changes:

Buying Group

Problem Owner:

Primary Stakeholder:

Champion:

Economic Buyer:

Technical / Security / Compliance:

Procurement / Legal / Finance:

Known Blockers:

Timing

Critical Event:

Problem Clock:

Budget Clock:

Contract Clock:

Political Clock:

Decision

Decision Criteria:

Decision Process:

Commercial Constraints:

Implementation Requirements:

Known Risks:

Decision Confidence:

Competitive Position:

Qualification Control

Hard Disqualifier:

Soft Friction:

Biggest Unknown:

Evidence Last Confirmed:

Purpose of Next Step:

Evidence Notes:

36. The Biznatron Qualification Decision Model

Before advancing an opportunity, ask:

- Does the account fit?
- What problem is actually confirmed?
- What is still only a hypothesis?
- What business consequence matters?
- Who owns the problem?
- Who can approve or block change?
- Is our contact actually mobilizing the organization?
- Why should anything happen now?
- Which of the Four Clocks controls timing?
- Can the organization realistically fund and implement?
- Would this be a healthy customer to serve?
- How clear is the decision process?
- Is the buyer unmotivated or simply afraid of making the wrong decision?
- How much Qualification Debt remains?
- How fresh is the evidence?
- What is the biggest unresolved gap?
- Will the next step close that gap?
- What evidence would make us downgrade or close the opportunity?

If the team cannot answer those questions, the answer should not automatically be “keep advancing.”

37. Final Principle

A qualified opportunity is not simply a buyer who is willing to talk. It is an opportunity with enough evidence to justify what happens next.

The core logic is:

FIT → PROBLEM → IMPACT → BUYER → TIMING → ECONOMICS → DECISION → CONFIDENCE → COMMITMENT

Qualification should create three things:

- Clarity for the seller
- Clarity for the buyer
- Integrity in the pipeline

The strongest sales teams are not the teams with the largest pipeline. They are the teams that know which opportunities are real, which are becoming real, which need more evidence, and which should be released.

How Biznatron Helps

Biznatron builds business-development systems around clear ICPs, human prospecting, structured qualification, evidence-based CRM standards, multichannel outreach, meeting quality, and measurable pipeline performance. The goal is not to generate a pipeline that looks busy. The goal is to create more opportunities that deserve sales time and have a credible path to customer value.

BUILDING BUSINESSES THROUGH PEOPLE

Explore more practical revenue resources at www.biznatron.com/resources