

# B2B Sales Qualification Checklist

## Company Profile

- ☐ Company fits our Ideal Customer Profile
- ☐ Right industry/vertical and size
- ☐ Located in relevant geography or region

## Decision-Making Process

- ☐ Identified decision maker(s) and influencers
- ☐ Understood customer's approval process

## Need & Pain Points

- ☐ Recognized explicit need or pain
- ☐ Solution aligns with their business goals

## Budget

- ☐ Confirmed budget exists
- ☐ Identified competitor or alternative solutions

## Timeline

- ☐ Understood prospect's timeline for decision
- ☐ Assessed readiness to move forward

## Next Steps

- ☐
- ☐