DIAGNOSTIC SELLING....

SEASON 4 EPISODE 11

Discovery Questions Part 1

THE 13 RULES & THE 15 TIPS ABOUT ASKING THEM

AGENDA

ACT I
THE GOAL OF DISCOVERY QUESTIONS

ACT II
THE 2 TYPES OF VALUE:
YOU CAN FIND, WHEN ASKING QUESTIONS.

ACT III
THE 2 TYPES OF QUESTIONS:
VALUE, AND NON-VALUE.

AGENDA

ACT IV
THE 13 RULES: OF DISCOVERY QUESTIONS

ACT V
THE STRUCTURE: OF THE DISCOVERY CALL

ACT VI
THE 15 TIPS: OF DISCOVERY QUESTIONS

ACT VII
WHAT YOU HAVE TO LEAVE THE DISCOVERY CALL WITH:
THEIR SELF-DIAGNOSIS, AND YOUR EXPERT DIAGNOSIS.

1 THE GOAL OF DISCOVERY QUESTIONS

THE <u>ONLY</u> ABILITY, OR EXPERTISE: THAT YOU CAN BRING TO A CALL…

(FROM THE BUYER'S PERSPECTIVE)

& THE ONLY VALUE OF YOU BEING INVOLVED AT ALL, IS…

(FROM THE BUYER'S PERSPECTIVE)

IS IF YOU ARE ABLE TO DIAGNOSE.

THE ONLY **VALUE** THAT A PROSPECT COULD GET:

FROM ANY MEETING WITH YOU……

IS INFORMATION…

…THAT THEY DIDN'T KNOW, BEFORE THEY MET WITH YOU.

THERE'S TYPICALLY ONLY ONE THING….

THAT THE BUYER DOESN'T KNOW……

& THAT THEY BELIEVE A SELLER DOES KNOW……

ANY GEUSSES?

BUT THEY WANT VALUE

ON A CALL……

THEY WANT TO LEARN INFORMATION THEY DON'T KNOW……

THEY WANT TO BE ABLE TO SOLVE THEIR PROBLEM……

& LEARN HOW TO DO THAT FROM EXPERTS……

BUT THEY NORMALLY DON’T

GET THAT: FROM A SELLER……

SO THEY TEACH THEMSELVES & SELF-LEARN HOW TO SOLVE IT……

AND SHUT DOWN ON DISCOVERY CALLS.

(& FAIRLY SO.)

BECAUSE EVEN IF THEY COULD TRUST YOU…

THEY SHOULDN'T.

BECAUSE THEY KNOW MORE, THAN YOU DO.

HOW CAN
WE CHANGE THAT?

SO, HOW DO WE CHANGE THAT ?

STEP 1....

WELL FIRST....

WE HAVE TO CHANGE THE AMOUNT THAT WE **ACTUALLY KNOW** ABOUT THE BUYER.

SO, HOW DO WE CHANGE THAT ?

STEP 2....

SECOND....

WE HAVE TO CHANGE THE GOAL OF OUR DISCOVERY CALLS.

SO, HOW DO WE CHANGE THAT ?

STEP 2....

& PIVOT....

THE GOAL AWAY
FROM **TRYING TO SELL THEM.**

SO, HOW DO WE CHANGE THAT ?

STEP 2....

OR AWAY....

FROM TRYING TO GET THEM TO THINK IN A DIFFERENT WAY.

SO, HOW DO WE CHANGE THAT ?
STEP 2....

OR AWAY....

FROM TRYING TO GET THEM TO REALIZE SOMETHING.

SO, HOW DO WE CHANGE THAT ?
STEP 2....

<u>OR</u> AWAY....

FROM TRYING TO GET THEM TO ADMIT THAT THEY HAVE PAIN .

SO, HOW DO WE CHANGE THAT ?
STEP 2....

<u>OR</u> AWAY....

FROM TRYING TO GET THEM
REALIZE THE "COST OF INACTION".

SO, HOW DO WE **CHANGE THAT** ?
STEP 2....

<u>OR</u> AWAY....

FROM TRYING TO GET THEM SEE US AS A HUMAN.

SO, HOW DO WE CHANGE THAT ?

STEP 2....

AND INSTEAD...

SO, HOW DO WE CHANGE THAT ?

STEP 2....

CHANGE THE GOAL...

SO, HOW DO WE CHANGE THAT ?

STEP 2....

TO....

TRYING TO DIAGNOSE.

SO, HOW DO WE CHANGE THAT ?
STEP 2....

TO....

FINDING THE THINGS THAT THEY DON'T ALREADY KNOW.

SO, HOW DO WE CHANGE THAT ?
STEP 2....

AND TO....

HELPING THE BUYER
BECAUSE WE FOUND THOSE THINGS.

AND LASTLY…

SO, HOW DO WE CHANGE THAT ?

STEP 3....

LASTLY....

WE HAVE TO ASK THE QUESTIONS THAT ARE IN PURSUIT OF THAT GOAL...

SO, HOW DO WE CHANGE THAT ?
STEP 3....

LASTLY....

& THAT WILL HELP US
FIND UNKNOWNS MOST EFFECTIVELY.

2

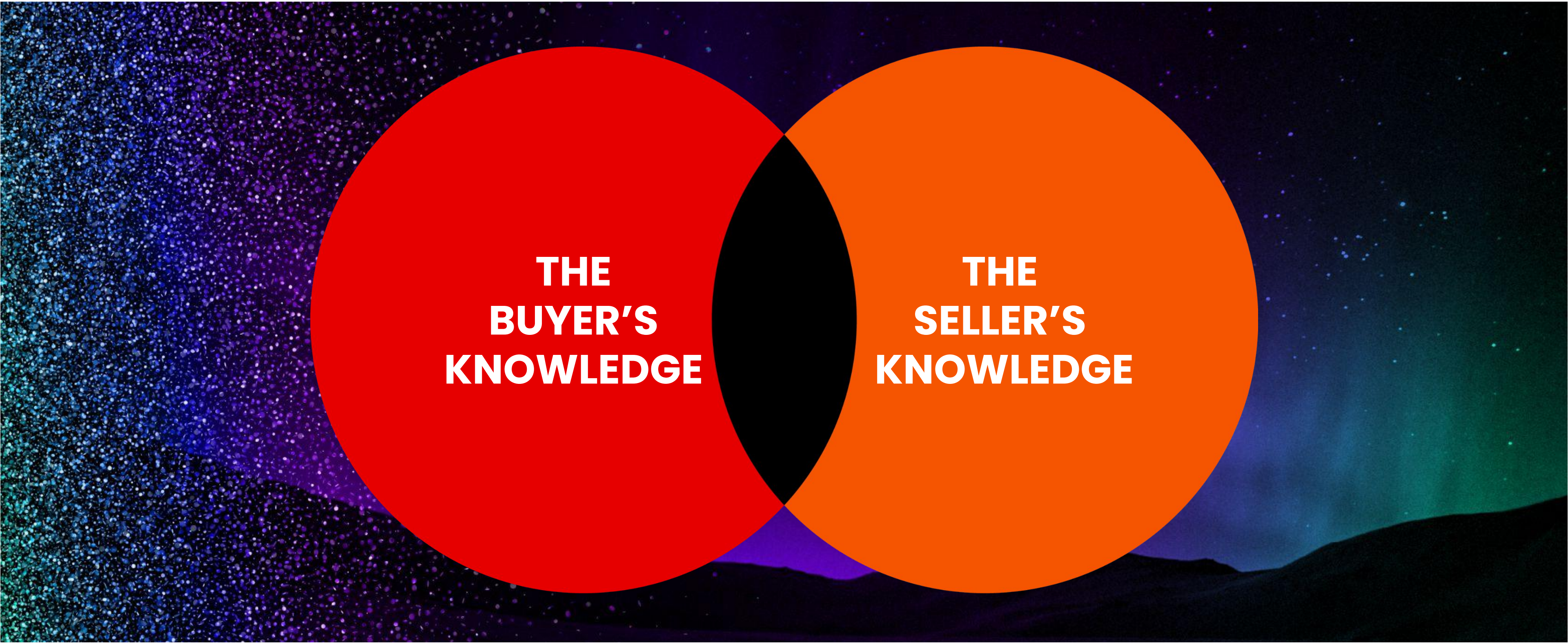
THE 2 TYPES OF VALUE:

YOU CAN FIND, BY ASKING QUESTIONS.

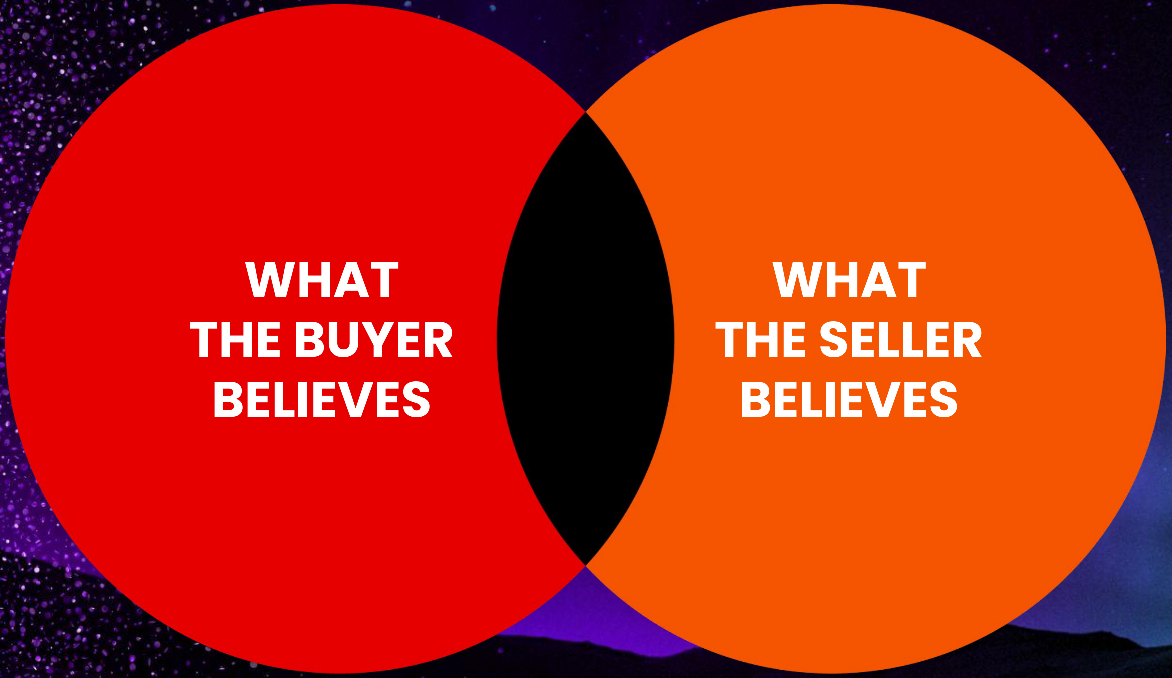
VALUE, TO A BUYER....

IS INFORMATION…
THAT THEY DIDN'T KNOW.

WHAT THE BUYER....
KNOWS.



WHAT THE BUYER....
BELIEVES.



WHAT THE BUYER....
HAS DIAGNOSED.

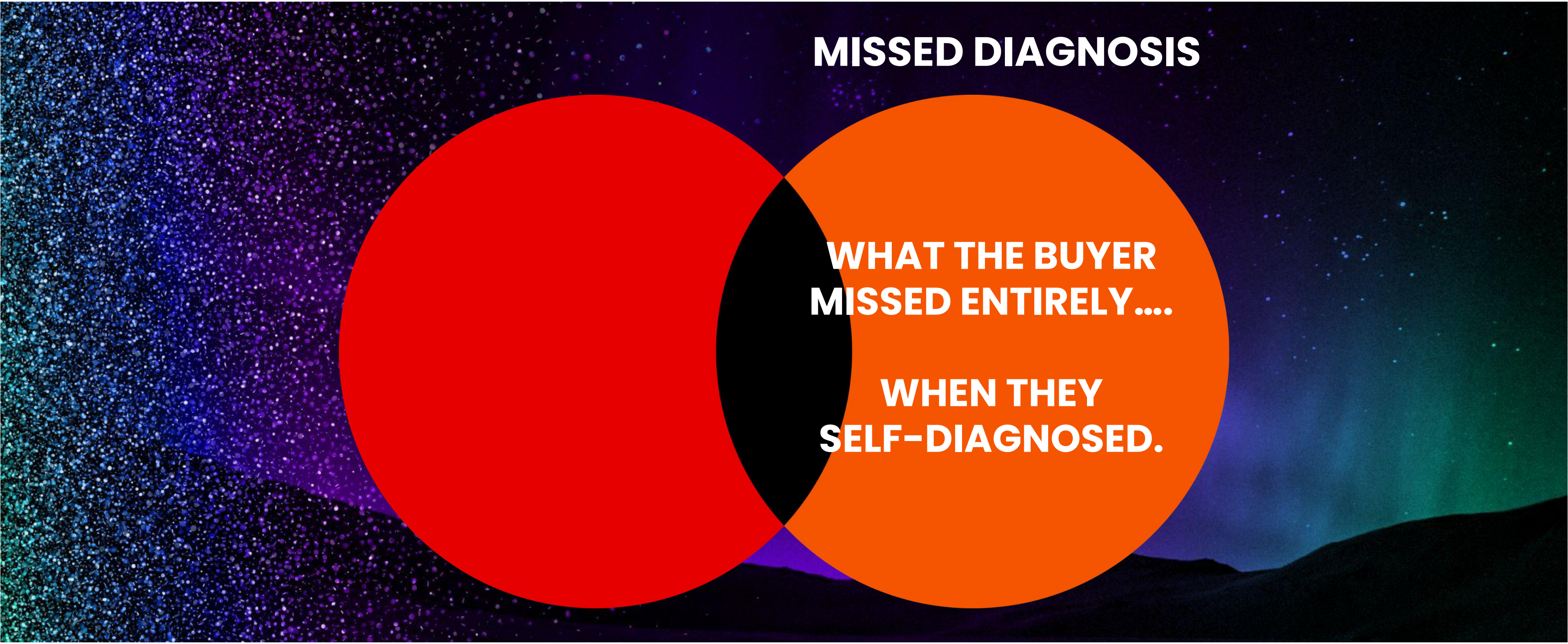
WHAT A BUYER DOESN'T KNOW….

A MISDIAGNOSIS .

MISDIAGNOSIS

WHAT A BUYER DOESN'T KNOW….

A MISSED DIAGNOSIS .

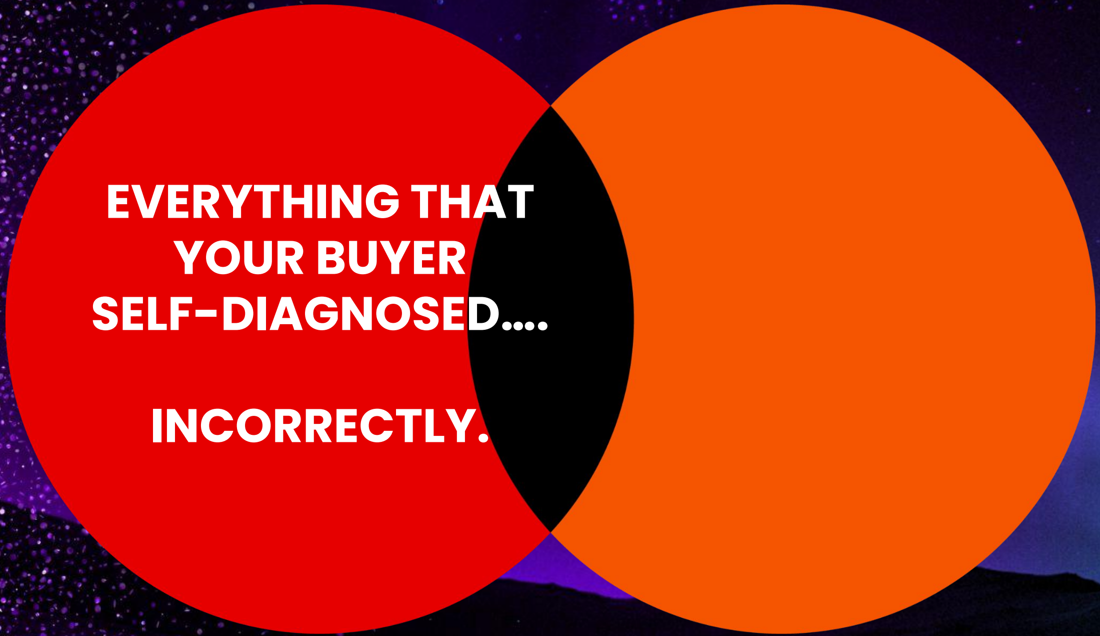


VALUE TYPE #1

FINDING A MISDIAGNOSIS.

WHAT IS VALUE ....
TYPE #1: MISDIAGNOSIS .

MISDIAGNOSIS



VALUE TYPE #2

FINDING A MISSED DIAGNOSIS.

WHAT IS VALUE ....

TYPE #2: MISSED DIAGNOSIS .

3

THE 2 TYPES OF DISCOVERY QUESTIONS:

VALUE, AND NON-VALUE.

AND SPEAKING OF..

INFORMATION…
THAT THEY DIDN'T KNOW.

THERE'S ONLY 2 TYPES OF QUESTIONS.

(FROM THE BUYER'S POINT OF VIEW)

QUESTION #1

THE 2 TYPES OF QUESTIONS....

QUESTION #1: VALUE QUESTIONS .

QUESTIONS WHERE THE BUYER DOES LEARN SOMETHING NEW WHILE ANSWERING...

THAT THEY DIDN'T KNOW BEFORE YOU ASKED IT.

AND.....

QUESTION #2

THE 2 TYPES OF QUESTIONS….

QUESTION #2: NON-VALUE QUESTIONS .

QUESTIONS WHERE THE BUYER DOESN'T LEARN SOMETHING NEW WHILE ANSWERING…

THAT THEY DIDN'T KNOW BEFORE YOU ASKED IT.

4

THE 13 RULES:
OF DISCOVERY QUESTIONS.

THE DISCOVERY QUESTIONS RULES

RULE #1

WHEN A BUYER SAYS SOMETHING...

YOU HAVE TO ASK A QUESTION.

THE DISCOVERY QUESTIONS RULES
RULE #2

WHEN A BUYER ASKS A QUESTION…

YOU <u>STILL</u> HAVE TO ASK A QUESTION.

THE DISCOVERY QUESTIONS RULES
RULE #3

IF A BUYER MENTIONS A PROBLEM, STRUGGLE, OR CHALLENGE…

YOU HAVE TO "DOUBLE DOWN".

THE DISCOVERY QUESTIONS RULES

RULE #4

ANY & ALL QUESTIONS THAT YOU ASK THE BUYER…

<u>MUST</u> BE OBJECTIVE IN NATURE.

THE DISCOVERY QUESTIONS RULES

RULE #5

ANY & ALL QUESTIONS THAT YOU ASK THE BUYER…

<u>MUST</u> BE SPECIFIC.

THE DISCOVERY QUESTIONS RULES

RULE #6

ANY TIME YOU'RE ABOUT TO SAY THE WORD "IF"...

YOU <u>HAVE</u> TO FLIP IT INTO A QUESTION.

THE DISCOVERY QUESTIONS RULES

RULE #7

YOU CAN NEVER
ASK A QUESTION TO A BUYER.....

WHERE YOU DIDN'T NEED THEM, TO FIND THE ANSWER.

THE DISCOVERY QUESTIONS RULES

RULE #8

**YOU CAN NEVER
END A DISCOVERY CALL…**

WITHOUT THE BUYER'S GOALS, <u>IN SPECIFIC</u>.

THE DISCOVERY QUESTIONS RULES

RULE #9

ANY TIME THE BUYER USES A SUBJECTIVE, OR AMBIGUOUS TERM…

YOU MUST ASK THEM TO “QUANTIFY” IT.

THE DISCOVERY QUESTIONS RULES
RULE #10

**YOU CAN'T ASK
THE BUYER ANY QUESTIONS…**

**THAT ARE SUBJECTIVE,
<u>OR</u> INCLUDE A SUBJECTIVE TERM.**

THE DISCOVERY QUESTIONS RULES

RULE #11

YOU CAN ONLY "COUNTER" A MISSED, OR MISDIAGNOSIS.....

WITH STATS, BENCHMARKS, & DATA– NOT OPINIONS.

THE DISCOVERY QUESTIONS RULES

RULE #12

YOU CAN NEVER DIAGNOSE, FOR A BUYER.....

WITHOUT ASKING THE QUESTIONS, THAT THE DIAGNOSIS REQUIRES.

THE DISCOVERY QUESTIONS RULES

RULE #13

IF A BUYER IS SPEAKING.....

YOU <u>MUST</u> NEVER, EVER, EVER, EVER, EVER, EVER, (& I MEAN NEVER) INTERRUPT THEM.

5

THE STRUCTURE:

OF A DISCOVERY CALL.

STEP 1

THE INTRODUCTION.

THE STRUCTURE OF DISCOVERY....
THE GOAL: OF STEP 1.

THE GOAL IS.....

TO OPEN THE CALL IN A WARM & FRIENDLY MANNER— SET THE STANDARDS, & EXPECTATIONS— AND TO RELAY, THAT THE CALL IS CENTERED ON THEM.

IT'S ALSO, TO REASSURE THEM (THROUGH EARLY ACTIONS) THAT:

– YOU ARE PREPARED.
– YOU KNOW WHO THEY ARE.
– THIS CALL ISN'T GOING TO BE A WASTE OF THEIR TIME.
– THIS CALL WILL BE VALUABLE.
– & THIS CALL IS ALL ABOUT THEM.

THE STRUCTURE OF DISCOVERY....

STEP 1: THE INTRODUCTION.

1

START WITH "WHAT I KNOW":

& DESCRIBE ANY PRE-RESEARCH, OR CONTEXT FOR THE CALL.

2

LEAD WITH AN OVERVIEW QUESTION:

TO DESCRIBE THEIR OVERALL SITUATION.

3

A DEFAULT TO USE:

- WHO THEY ARE. (DON'T WASTE TIME)
- WHAT YOU'RE ASSUMING THEY TOOK THE CALL FOR.
- ASK ABOUT THEIR "PROBLEM".

4

NO NEED FOR AN "AGENDA".

STEP 2

THE OPENING MONOLOGUE.

THE STRUCTURE OF DISCOVERY....
THE GOAL: OF STEP 2.

THE GOAL IS.....

FOR THE PROSPECT TO OPEN UP: & GIVE YOU AN OVERVIEW, OF THE PROBLEM THAT THEY'RE HAVING.

IDEALLY, THE BUYER SHOULD WALK YOU THROUGH:
- **THE DRIVING IMPACT.**
- **THE MASTER PROBLEM.**
- **THE SITUATION THEY'RE EXPERIENCING. (PAIN)**
- **& "WHY THEY CAME IN TODAY"....**

AND INTO THE MINDSET —› THAT <u>THEY</u> DO THE TALKING.
(& THIS CALL, IS ABOUT THEM.)

THE STRUCTURE OF DISCOVERY....

STEP 2: THE OPENING MONOLOGUE.

1

OPEN AN OVERVIEW QUESTION:

AND TRY TO GET THEM TO "LAUNCH" ABOUT THE BACKGROUND.

2

LET THE BUYER TALK: (& ENCOURAGE IT)

FOR AT LEAST 10 MINUTES.

3

START TAKING NOTES:

OF WHAT THEY'RE SAYING, & OPEN QUESTIONS YOU NEED TO ASK.

4

START A LIST IN YOUR NOTES:

OF THINGS YOU NEED TO ASK THEM, BASED ON WHAT THEY SAID IN THE MONOLOGUE.

THE STRUCTURE OF DISCOVERY....

STEP 2: THE OPENING MONOLOGUE.

5

MAKE A SECOND LIST IN YOUR NOTES:

OF PIECES OF THE BUYER'S SELF-DIAGNOSIS THAT YOU'VE ACQUIRED.

6

WHEN THE BUYER IS TALKING:

DO NOT INTERRUPT THEM....

ESPECIALLY AT THIS STAGE.

7

WHEN & IF THEY BREAK FROM TALKING:

ASK THE MOST IMPORTANT QUESTION FROM YOUR LIST.

8

MAKE SURE TO DOUBLE DOWN:

ON A PROBLEM, STRUGGLE, OR CHALLENGE....

IF THEY MENTIONED ONE IN THEIR MONOLOGUE.

THE STRUCTURE OF DISCOVERY....
STEP 2: THE OPENING MONOLOGUE.

9

IF THEY APOLOGIZE FOR RAMBLING:

OR SAY "I DON'T IF THIS IS HELPFUL"-- REASSURE THEM, THAT IT IS, THANK THEM FOR THE INFO, & ASK ANOTHER QUESTION.

10

DON'T "HUNT" THE BUSINESS PROBLEM:

ESPECIALLY RIGHT OFF THE BAT WITH THE BUYER, & IF YOU HAVEN'T ADDED VALUE (FOUND AN UNKNOWN) YET.

11

IF THEY BRING UP THE MASTER PROBLEM:

THEN YOU CAN CHASE IT– WHAT'S THE DRIVING IMPACT? ETC.

BUT ONLY IF THEY BRING IT UP FIRST.

STEP 3

FILLING IN THE GAPS: OF THE SELF-DIAGNOSIS & KNOWNS.

THE STRUCTURE OF DISCOVERY....

THE GOAL: OF STEP 3 .

THE GOAL IS.....

TO ZERO IN ON THE <u>OUTSTANDING</u> THINGS THAT YOU <u>DON'T</u> KNOW, ABOUT THE BUYER'S ENVIRONMENT & SELF-DIAGNOSIS, SO FAR.

THE PRIMARY OBJECTIVE HERE, IS TO FILL IN ALL OF THE GAPS ON THE THINGS THAT YOU <u>DON'T KNOW</u> ABOUT THE BUYER'S SELF-DIAGNOSIS— & WHAT THEY BELIEVE.

YOU <u>MUST</u> WALK AWAY WITH: THE DRIVING IMPACT, MASTER PROBLEM, OUTCOME, BUSINESS PROBLEM, IMPACTS & CURRENT <u>OR</u> FUTURE EVENT THAT TRIGGERED THEM...

<u>& ANY</u>: TACTICAL PROBLEMS, ROOT CAUSES, OR SOLUTIONS THAT THEY HAVE SELF-DIAGNOSED..... BUT <u>ONLY</u> IF THEY ALREADY EXIST.

THE STRUCTURE OF DISCOVERY....

STEP 3: FILLING IN THE GAPS.

1

AS THEY'RE TALKING & GIVING YOU INFO:

START MAKING A LIST, OF ALL OF THE "OPEN" INFORMATION THAT YOU NEED, FOR THEIR SELF-DIAGNOSIS.

2

AS THEY'RE TALKING & GIVING YOU INFO:

START MAKING A LIST, OF ALL OF THE ITEMS, WHERE THEY GAVE YOU A SUBJECTIVE TERM, THAT YOU NEED THEM TO QUANTIFY.

3

IF THEY <u>SKIP OVER</u> AN IMPORTANT ITEM:

DON'T BE AFRAID TO "DOUBLE DOWN", IF YOU'RE MISSING A DATA POINT, THAT YOU NEED.

4

IF THEY <u>DON'T KNOW</u> SOMETHING:

DON'T BE AFRAID TO SLOW THINGS DOWN, & WAIT FOR THEM TO LOOK FOR THE INFORMATION.

THE STRUCTURE OF DISCOVERY....

STEP 3: FILLING IN THE GAPS.

5

IF THEY <u>DON'T KNOW</u> SOMETHING:

AND YOU NEED TO TALK TO SOMEONE ELSE, BE SURE TO SET UP A PLAN TO GET THAT INFORMATION.

6

THIS IS A <u>BIG</u> SUBJECTIVE STEP:

WHERE THEY GIVE YOU LOOSE INFO, & SUBJECTIVE.....
SO YOU'LL HAVE TO QUANTIFY & DEFINE IN THIS STEP <u>A LOT</u>.

7

FOR THIS STEP, YOU <u>MUST</u> ACQUIRE:

- DRIVING IMPACT.
- OUTCOME.
- MASTER PROBLEM.
- BUSINESS PROBLEM.
- IMPACT.
- CURRENT <u>OR</u> FUTURE EVENT TRIGGER.

8

& ACQUIRE THESE, <u>IF</u> THEY HAVE THEM:

- TACTICAL PROBLEMS.
- ROOT CAUSES.
- SOLUTIONS THEY BELIEVE THEY NEED.

STEP 4

FINDING THE UNKNOWNS: MISSED DIAGNOSIS & MISDIAGNOSIS.

THE STRUCTURE OF DISCOVERY....

THE GOAL: OF STEP 4 .

THE GOAL IS.....

TO ADD VALUE TO THE BUYER. & TO FIND ANYTHING THAT THEY DIDN'T KNOW—--> THAT NOT KNOWING THIS.... WOULD HURT THEM, IN THE FUTURE.

IT'S ALSO TO CORRECT ANY MISBELIEFS, SO THEY AREN'T LEAD ASTRAY IN THE FUTURE— AND AREN'T UNABLE TO SOLVE THEIR PROBLEM.

THIS STEP IS TO PROTECT THE BUYER.
TO HELP THEM.

AND TO PUT THEM IN THE BEST SPOT POSSIBLE, TO SOLVE THEIR PROBLEM.

THE STRUCTURE OF DISCOVERY....

STEP 4: FINDING THE UNKNOWNS .

1

TRY TO FIND 2-3 UNKNOWNS:

OVER THE COURSE OF THE DISCOVERY CALL.

2

TRY TO AVOID THE BUSINESS PROBLEM:

AND HAVING THAT BE THE PRIMARY, OR FIRST PLACE YOU LOOK, WHEN LOOKING FOR UNKNOWNS.

3

TRY TO FIND AT LEAST ONE UNKNOWN:

– TACTICAL PROBLEM.
– ROOT CAUSE.
– & ONE IMPACT.

4

BONUS POINTS IF THE UNKNOWNS YOU FIND:

<u>AREN'T</u> SOMETHING THAT YOU 'SOLVE FOR', <u>OR</u> THAT YOU HELP WITH, AS AN ORG.

THE STRUCTURE OF DISCOVERY….

STEP 4: FINDING THE UNKNOWNS .

5

DON'T "COUNTER" EACH MISBELIEF:

FIND ONE UNKNOWN TO FOCUS ON, AT THE START OF THE CALL, ONE IN THE MIDDLE, & ONE THAT YOU BRING UP, AT THE END.

6

AT THE END OF THE CALL, GIVE THEM ONE:

– SET UP NEXT CALL.
– SAY "BUT IF YOU GHOST ME & NEVER TALK TO ME AGAIN… I WOULD _______.
(& GIVE THEM ONE.)

7

BE COGNIZANT, OF THEIR BEHAVIOR:

AND BE SURE NOT TO "OVERWHELM" THEM, WITH TOO MUCH–

TOO MUCH INFO, OR UNKNOWNS.

8

THE GOAL ISN'T TO FIND EVERYTHING:

YOU DON'T HAVE TO FIND EVERY SINGLE UNKNOWN. JUST SOME– TO SET A STANDARD.

THE STRUCTURE OF DISCOVERY....

STEP 4: FINDING THE UNKNOWNS .

9

IN YOUR FOLLOW-UP EMAIL TO THE BUYER:

YOU CAN SEND THEM INFORMATION, ABOUT HOW TO LEARN ABOUT THE "UNKNOWNS" THAT YOU FOUND ON THE CALL.

10

IN YOUR FOLLOW-UP EMAIL TO THE BUYER:

YOU CAN SEND THEM INFORMATION, ABOUT HOW THEY CAN SOLVE THE "UNKNOWNS" THAT YOU FOUND ON THE CALL.

11

(OPTIONAL) ON THE DEMO CALL:

YOU CAN COVER INFORMATION, ABOUT THE "UNKNOWNS" FROM YOUR CALL, OR ON A NEW ONE YOU FOUND IN THE DELTA.

STEP 5

THE CLOSE.

THE STRUCTURE OF DISCOVERY....

THE GOAL: OF STEP 5 .

THE GOAL IS.....

TO CLOSE OFF THE CALL, IN A CLEAR MANNER.

TO AVOID AMBIGUITY & CONFUSION, AROUND THE FUTURE, & COVER:

- **THE NEXT STEPS. (IF ANY)**
- **WHAT YOU WILL COVER, IN THOSE NEXT STEPS.**
- **WHAT YOU WILL BRING, TO THE CALL.**
- **WHAT YOU WILL DO, IN THE MEANTIME.**
- **WHAT THE BUYER NEEDS TO DO, OR BRING, TO THE NEXT CALL.**

THE STRUCTURE OF DISCOVERY....

STEP 5: THE CLOSE.

1

FIRST ASK THE BUYER, JUST ONE QUESTION:

ARE YOU WILLING TO GIVE ME TIME FOR ANOTHER CALL?

2

SET-UP NEXT CALL. (TIME & PLACE)

3

TELL THEM WHAT YOU'RE PLANNING:

THE AGENDA, WHAT YOU'LL COVER, WHAT YOU'LL PREPARE, WHAT <u>THEY</u> NEED TO BRING (IF ANYTHING).

4

RE-ASSURE THEM OF WHAT YOU'LL COVER:

THE LAST CALL WAS <u>THEM</u> TALKING. SO RE-ASSURE THEM THAT <u>YOU'LL</u> DO THE TALKING, NEXT CALL, SO THEY DON'T THINK YOU'RE BEING ALLUSIVE.

THE STRUCTURE OF DISCOVERY....

STEP 5: THE CLOSE.

5

END ON AN "UNKNOWN".

6

THANK THEM FOR THE TIME & ANSWERS.

7

AND CLOSE OUT. :)

6

THE 15 TIPS:
OF DISCOVERY QUESTIONS.

THE 15 TIPS: OF DISCOVERY QUESTIONS

THE "DOs".

TIPS FOR DISCOVERY CALL QUESTIONS

TIP #1

IF IT'S TIME TO ASK THEM A QUESTION, BUT YOU DON'T KNOW A GOOD ONE TO ASK…

DO USE THESE QUESTION DEFAULTS.

TIPS FOR DISCOVERY CALL QUESTIONS

TIP #2

DO TRY TO FIND AT LEAST 2-3 "UNKNOWNS", FOR THE BUYER...

THROUGHOUT THE DISCOVERY CALL.

TIPS FOR DISCOVERY CALL QUESTIONS

TIP #3

WHEN THE BUYER IS TALKING (ESPECIALLY AT THE START, OF THE 1ST CALL)...

DO TAKE NOTES, ON WHAT THEY'RE SAYING.

TIPS FOR DISCOVERY CALL QUESTIONS
TIP #4

ON ANY CALLS,
WHERE THEY BRING <u>MULTIPLE</u> BUYERS.....

TRY TO ASK QUESTIONS, & RUN A (LIMITED) DISCOVERY FOR EVERY PERSON ON THE CALL.

TIPS FOR DISCOVERY CALL QUESTIONS

TIP #5

THE "UNKNOWNS" THAT YOU'RE GOING TO TELL THE BUYER: ON THE 1ST DISCO CALL....

DO TRY TO SPREAD THEM EVENLY, THROUGH THE CALL..

TIPS FOR DISCOVERY CALL QUESTIONS

TIP #6

IF THE BUYER SEEMS CLOSED OFF, WHEN YOU'RE ASKING QUESTIONS….

(<u>ESPECIALLY</u> IF IT'S YOUR 1ST CALL)

<u>DO</u> GIVE THEM OPTIONS OF "POSSIBLE ANSWERS".

TIPS FOR DISCOVERY CALL QUESTIONS
TIP #7

FOR THE 2 TYPES OF QUESTIONS:

(Qs WHERE THEY DO LEARN SOMETHING NEW, & Qs THAT THEY DON'T)

DO TRY TO SPREAD THEM OUT, EVENLY.

TIPS FOR DISCOVERY CALL QUESTIONS
TIP #8

DO TRY TO DO SOME PRE-RESEARCH ON THE BUYER...

AND (LIGHTLY) MENTION THE RESEARCH IN DISCOVERY, WHEN & IF IT'S APPLICABLE.

TIPS FOR DISCOVERY CALL QUESTIONS
TIP #9

IF A BUYER HAS ALREADY SPOKEN,
TO SOMEONE THAT'S FROM YOUR TEAM.....

REALLY TRY TO KNOW & MENTION, WHAT THEY SAID.

THE 15 TIPS: OF DISCOVERY QUESTIONS

THE "DON'Ts".

TIPS FOR DISCOVERY CALL QUESTIONS

TIP #10

DON'T TELL THE BUYER YOUR DIAGNOSIS….

(OR JUSTIFYING ONE YOU'VE GIVEN)

EARLY ON IN THE 1ST DISCOVERY CALL.

TIPS FOR DISCOVERY CALL QUESTIONS
TIP #11

DON'T TELL CANNED THEORIES, OR A "POINT OF VIEW" YOU DEVELOPED FOR THEM–

IF THEY DON'T EVER (REALLY) CHANGE, FROM CALL TO CALL.

TIPS FOR DISCOVERY CALL QUESTIONS
TIP #12 (PART 1)

DON'T "CHASE AFTER" THE BUSINESS PROBLEM FIRST....

AT THE START OF THE 1ST DISCOVERY CALL.

TIPS FOR DISCOVERY CALL QUESTIONS

TIP #12 (PART 2)

DON'T "CHASE AFTER" THE BUSINESS PROBLEM FIRST....

& INSTEAD, TRY TO ADD VALUE FIRST– BY GOING AFTER UNKNOWN ROOT CAUSES & TACTICAL PROBLEMS.

TIPS FOR DISCOVERY CALL QUESTIONS

TIP #13 (PART 1)

WHEN YOU'VE DIAGNOSED SOMETHING FOR YOUR BUYER….

<u>DON'T</u> "JUSTIFY YOUR POSITION", OR "WALK THEM THROUGH YOUR THINKING".

TIPS FOR DISCOVERY CALL QUESTIONS
TIP #13 (PART 2)

ALSO, IF YOU'VE FOUND A MISSED DIAGNOSIS OR A MISDIAGNOSIS, FOR YOUR BUYER……

DON'T "JUSTIFY YOUR POINT OF VIEW" TO THEM.

TIPS FOR DISCOVERY CALL QUESTIONS
TIP #14 (PART 1)

**ON THE FIRST CALL,
THAT YOU HAVE WITH A BUYER.....**

<u>DON'T</u> TALK ABOUT CASE STUDIES.

TIPS FOR DISCOVERY CALL QUESTIONS
TIP #14 (PART 2)

**ON THE FIRST CALL,
THAT YOU HAVE WITH A BUYER.....**

DON'T TELL CUSTOMER STORIES.

TIPS FOR DISCOVERY CALL QUESTIONS

TIP #14 (PART 3)

ON THE FIRST CALL,
THAT YOU HAVE WITH A BUYER.....

& DON'T REGALE THEM WITH TALES, OF YOUR GLORY.

TIPS FOR DISCOVERY CALL QUESTIONS

TIP #15 (PART 1)

IF THEY BRING UP A COMPETITOR.....

<u>DON'T</u> SPEAK POORLY ABOUT THE COMPETITOR.

TIPS FOR DISCOVERY CALL QUESTIONS
TIP #15 (PART 2)

IF THEY BRING UP A COMPETITOR.....

I'D IDEALLY, GO RIGHT THROUGH IT.
& AIM FOR THE PROBLEM THEY TRIED SOLVING, INSTEAD.

TIPS FOR DISCOVERY CALL QUESTIONS
TIP #15 (PART 3)

IF THEY BRING UP A COMPETITOR.....

AND IF YOU JUST CAN'T RESIST...
& ASK ABOUT THEIR (COMPETITOR) PAIN.

KEEP THE QUESTIONS, AS OBJECTIVE AS POSSIBLE.

7

WHAT YOU HAVE TO LEAVE THE CALL WITH:

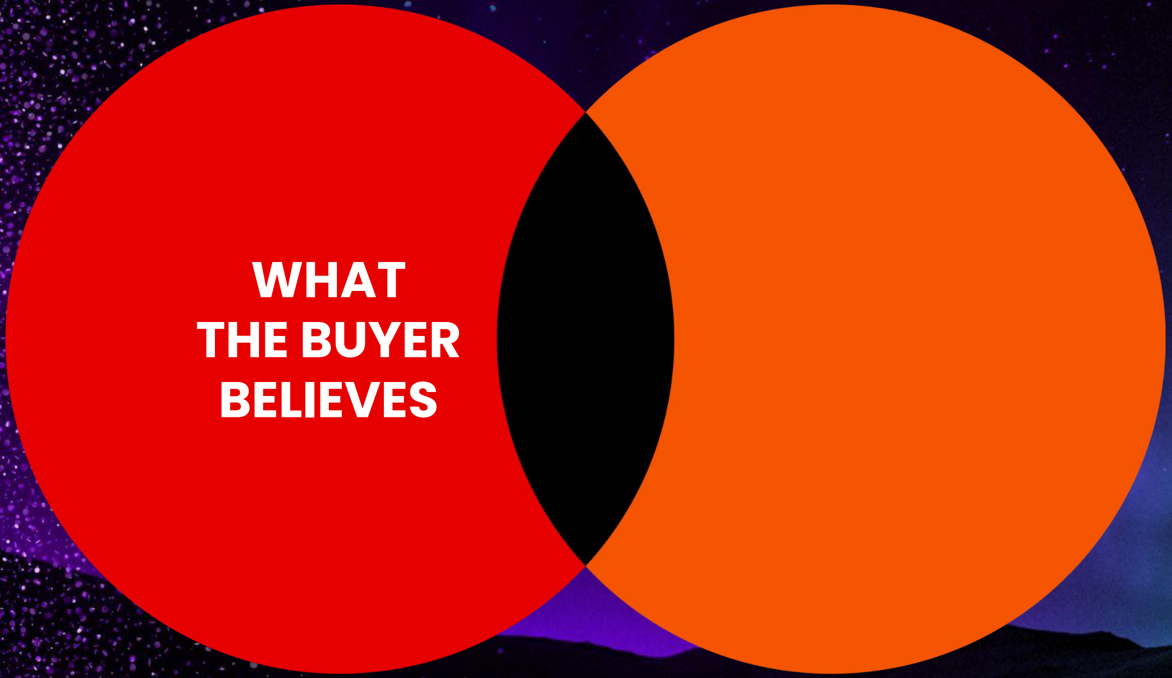
THEIR SELF-DIAGNOSIS, & YOUR DIAGNOSIS.

THE FIRST THING

YOU MUST LEAVE THE CALL WITH

WHAT TO FIND IN DISCOVERY....

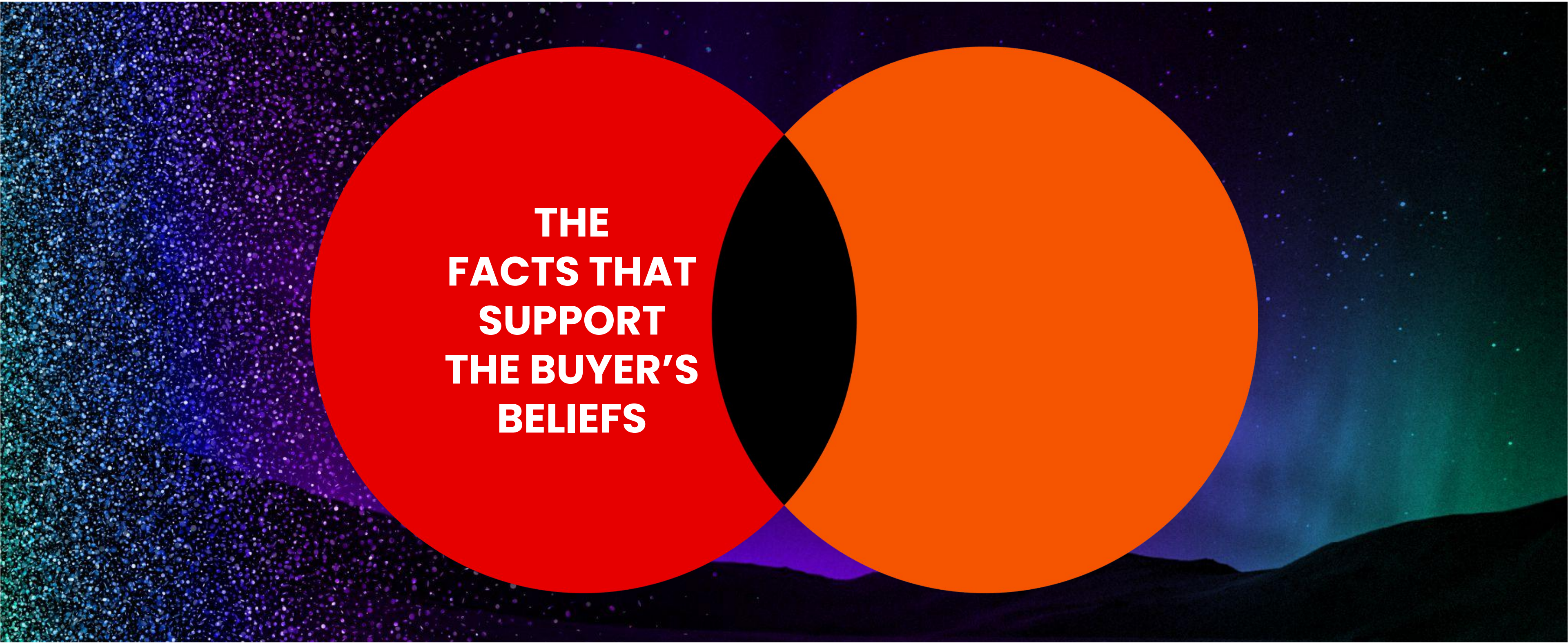
FIRST FIND : THE BUYER'S BELIEFS.



WHAT TO FIND IN DISCOVERY....

SECOND FIND : THE FACTS THAT SUPPORT THE BUYER'S BELIEFS.

(AKA. <u>WHY</u> THE BUYER BELIEVES THAT.)



WHAT YOU **MUST OBTAIN** IN DISCOVERY....

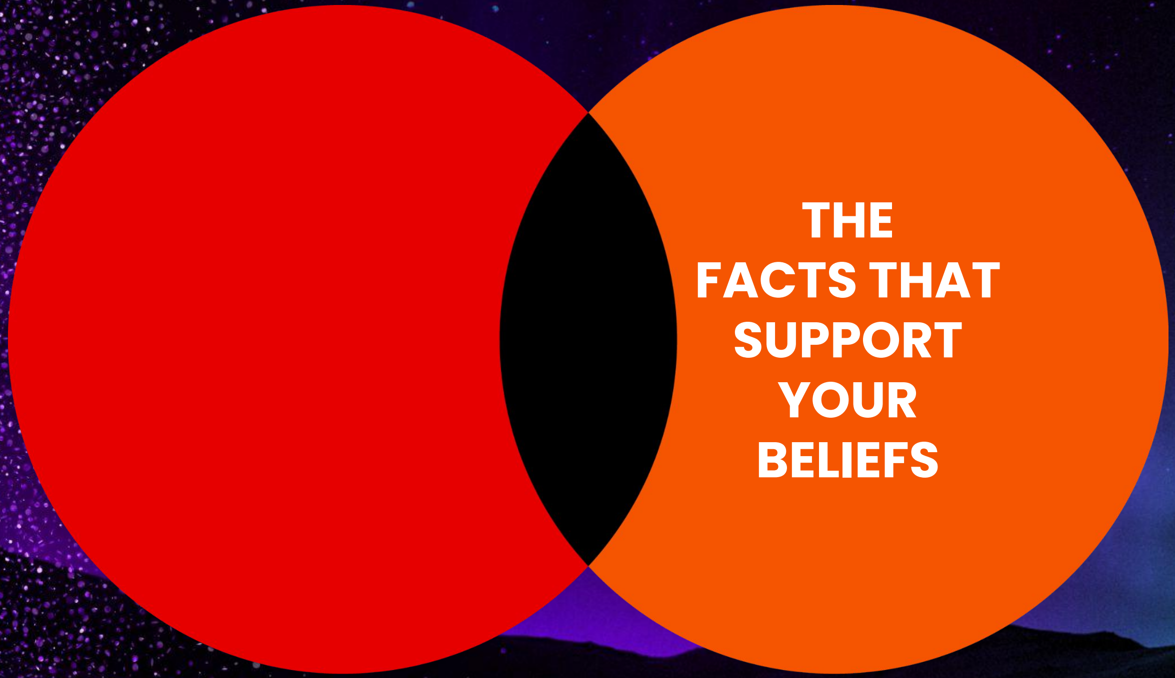
PART 1: THE BUYER'S SELF-DIAGNOSIS.

THE SECOND THING

YOU MUST LEAVE THE CALL WITH

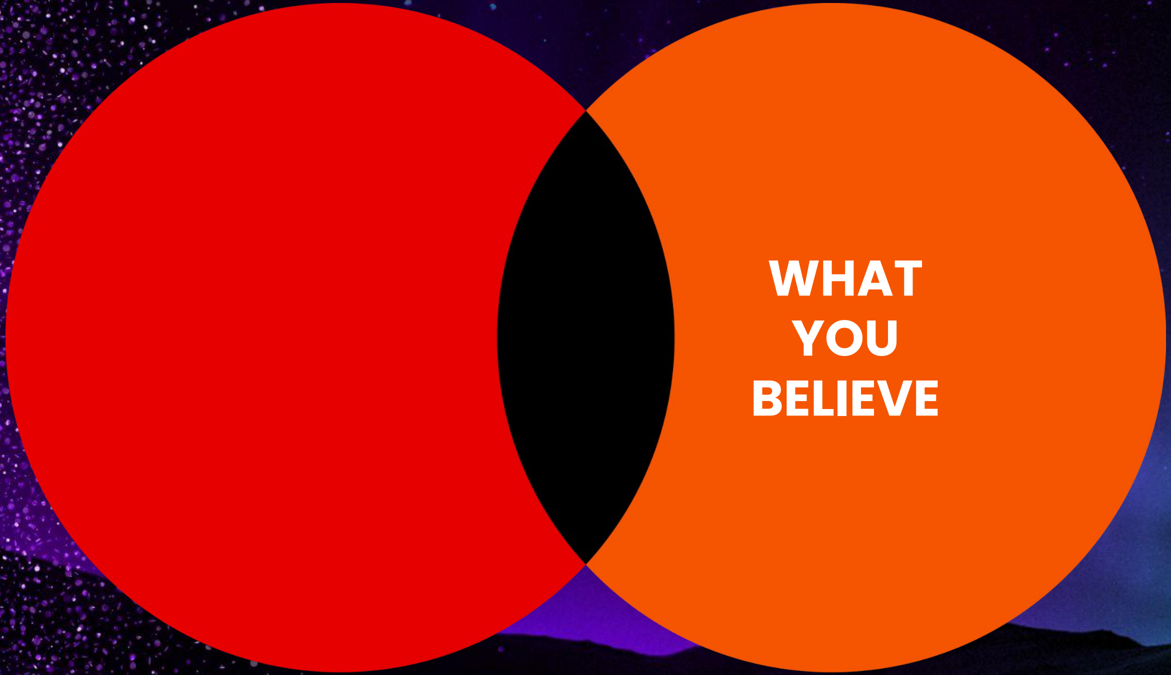
WHAT TO FIND IN DISCOVERY....

FIRST FIND : ALL THE FACTS NECESSARY, TO BUILD YOUR OWN DIAGNOSIS.

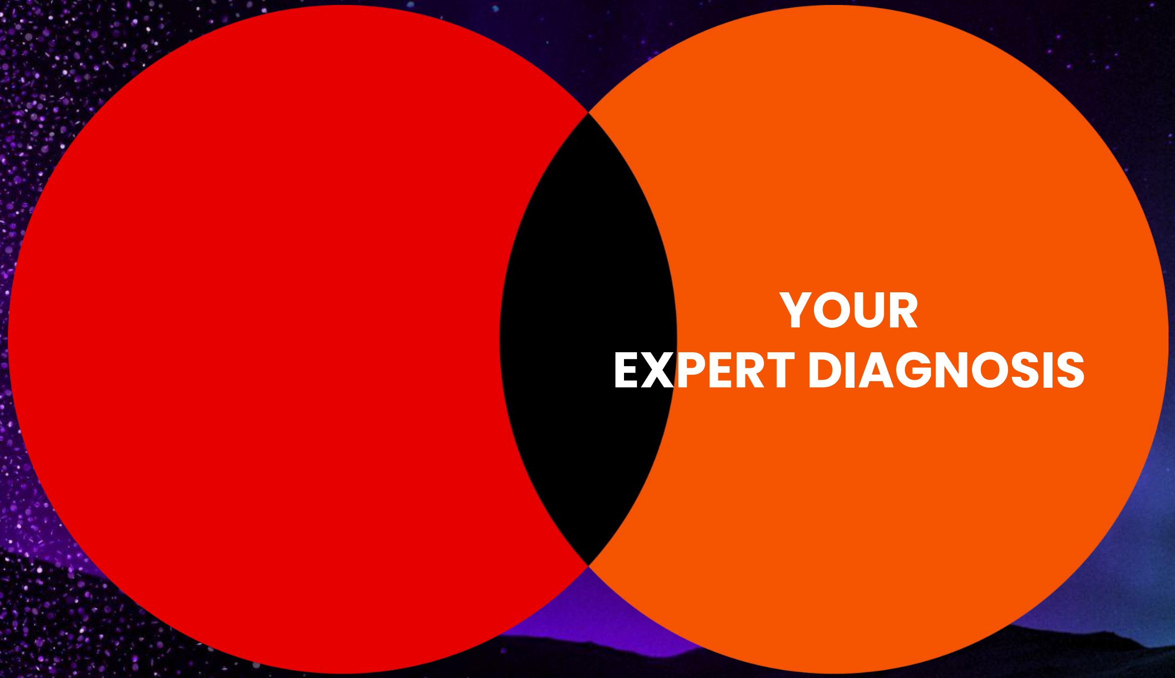


WHAT TO FIND IN DISCOVERY....

SECOND FIND : WHAT YOU BELIEVE, BASED ON THOSE FACTS.



WHAT YOU MUST OBTAIN IN DISCOVERY....
PART 2: YOUR EXPERT DIAGNOSIS.



IN SUMMARY…

THE END.