

# 20 Discovery Questions That Get Prospects Talking

Stop interrogating. Start discovering.

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## ⌚ Opening Questions

Get them talking about their world, not your product

1.

"Walk me through a typical day when [problem] happens."

→ Gets the story, not just the symptom

2.

"What prompted you to take this call today?"

→ Reveals the trigger event

3.

"How long has this been a challenge?"

→ Establishes timeline and urgency

4.

"What have you already tried to fix this?"

→ Shows respect, reveals competitors

## 💥 Pain Questions

Dig into the real cost of the problem

5.

"What happens if nothing changes in the next 6 months?"

→ Future pacing the pain

**6.**

**"How is this affecting your team day-to-day?"**

→ Expands pain beyond just the buyer

**7.**

**"What's this costing you — in time, money, or sanity?"**

→ Quantifies the problem

**8.**

**"Who else is feeling this pain?"**

→ Identifies stakeholders and urgency

## Impact Questions

Connect the problem to bigger business outcomes

**9.**

**"How does this tie into your goals for this quarter?"**

→ Links to their priorities

**10.**

**"What would solving this free you up to focus on?"**

→ Shows upside, not just removing downside

 Impact Questions (cont.)

11.

**"If you could wave a magic wand, what would 'fixed' look like?"**

→ Gets them to paint the vision

12.

**"What would your boss say if this problem disappeared?"**

→ Brings in executive perspective

 Process Questions

Understand how they make decisions

13.

**"Who else would need to weigh in on something like this?"**

→ Maps buying committee naturally

14.

**"How have you evaluated solutions like this in the past?"**

→ Reveals their buying process

15.

**"What would make you confident this is the right move?"**

→ Uncovers decision criteria

16.

**"What's worked and what hasn't with vendors before?"**

→ Surfaces objections early

 Closing Discovery Questions

Set up the next step naturally

**17.**

"Based on what you've shared, would it make sense to [next step]?"

→ Earns the advance

**18.**

"What would need to be true for you to move forward?"

→ Identifies remaining gaps

**19.**

"Is there anything I haven't asked that I should have?"

→ Shows humility, catches blind spots

**20.**

"On a scale of 1-10, how urgent is solving this?"

→ Gut-check on priority

## The Discovery Mindset

### ✗ INTERROGATION

"What's your budget?"  
"Who's the decision maker?"  
"When are you buying?"

### ✓ DISCOVERY

"Help me understand your world so I can help you fix it."

One gets one-word answers. The other gets **STORIES**.  
Stories reveal pain → Pain reveals urgency → **Urgency closes deals**.

**Want to practice before your next call?**

Try these questions on AI before burning real prospects.

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