

# 20 Discovery Questions That Get Prospects Talking

Stop interrogating. Start discovering.

## 🎯 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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