The Discovery Roadmap

Enable buyers to travel from a problem to a payoff

Stage	**Current State** The Problem	**Building a Path** Buying Process	**Future State** The Payoff
Goals	Find and frame a high-cost, high-priority problem	Create internal consensus to move in a new direction	Quantify and create a clear visual of the Promised Land
Example Questions	What does this mean for...? What makes this the priority? Why not wait, or do nothing?	What must be true of a solution? Are there better alternatives? What will stop our progress?	How do we measure success? Will this make or save money? Is this worthy of a press release?

Problem-Focused Questions

Crowd-sourced questions from the group.

- What makes solving this problem more important than the other projects you're considering?
- Has something changed inside your business, that’s making this the priority now?
- What makes you feel like you need to address this now vs. 12 months from now?
- When did you first notice X became a problem? What was happening that day?
- Have you looked into the cost of just keeping your current process as-is?
- Forgive me, but, to make sure I understand, why is that a problem?
- What did you think we could help with when you took this call?
- What other factors might be preventing you from solving this?
- How are you personally feeling about the situation?
- When you said X, what did you mean exactly?

Process-Focused Questions

Crowd-sourced questions from the group.

- Has your team setup a specific initiative to start solving this?
- Who in the company might feel left out if they weren't involved here?
- Who from your team would share the most meaningful feedback with us?
- Who from around the company would you say is most impacted by this problem?
- If there's something that will hold (decision maker) back, what would that be?
- What others risks are you seeing, related to switching over your workflow?
- How does your team review new projects? Any preferred approaches?
- When was the last time your team evaluated a solution like this?
- How'd that go? Any steps in the evaluation that were a surprise?

Payoff-Focused Questions

Crowd-sourced questions from the group.

- Once implemented, what would this enable you to do that you can't today?
- And for you, personally, how could this impact your own role and career goals?
- What's the ripple effect that solving this would have on the rest of your business?
- If this project drive X% more (metric), would that be helpful? Or not meaningful enough?
- Is there a specific metric your executive team would use to judge the success of this project?
- Based on an investment of X, what results would you need to deliver, to justify that level of effort?
- Could you help me understand how any short-term goals for this project differ from your long-term goals?
- If you were writing up the headline to announce the outcome of the project, what would you want it to say?