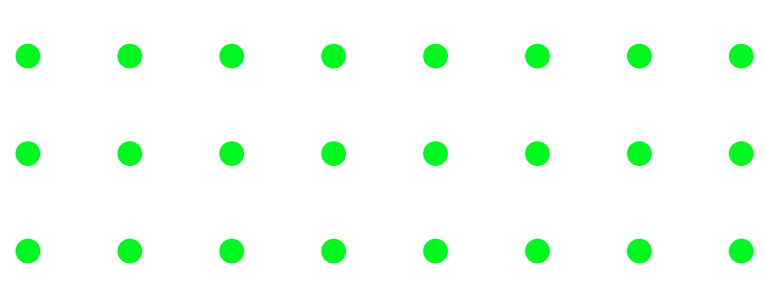


# CHEAT SHEET

## Ultimate List of SaaS Discovery Questions

Create "urgency from thin air" and close more  
SaaS deals with these 39 discovery questions



# Business Pain Questions

Uncovering the real challenges facing their business

- 1

What are the challenges you're facing that you'd regret not solving six months from now?
- 2

Why would you regret not solving that six months from now?
- 3

Help me understand the most nagging challenges you face when it comes to [X]?
- 4

How satisfied are you with [pain area your product solves]?  
How top of mind is that?
- 5

How highly does [problem] rank on your "priority slide"?
- 6

Just to confirm... Is this "THE" challenge we should be discussing? Or are there others that are more top of mind for you?
- 7

If you could wave a magic wand and solve anything when it comes to [pain area], what would it be?
- 8

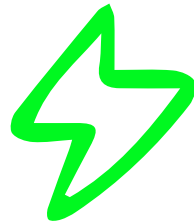
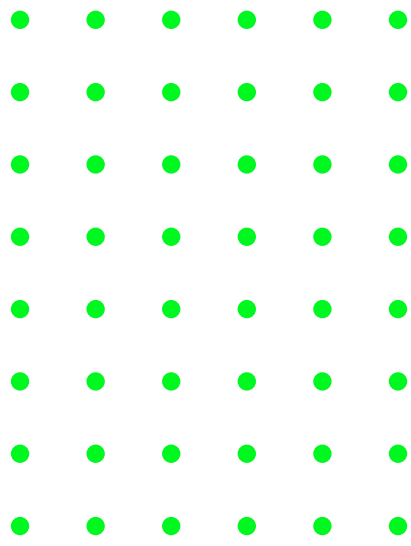
[For outbound discovery calls] I'm sure you get dozens of cold calls and emails a day. What made you take this call out of all of those?
- 9

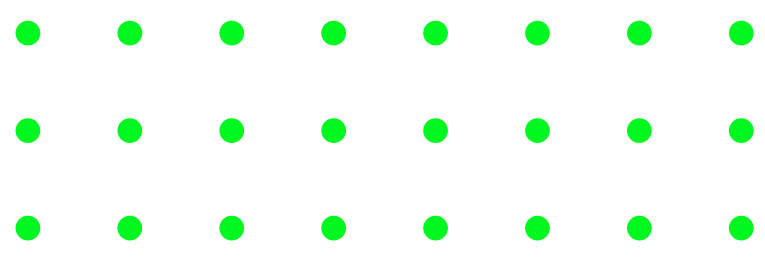
I want to be sure I'm clear about [challenge they're talking about]. Can you tell me more about it?
- 10

Can you give me an example?
- 11

How long has this been happening? How often does this happen?
- 12

What have you tried in terms of solving it? How did that work out?





# Negative Impact Questions

Getting to the real pain you can solve for them

**1** Earlier I asked what challenges you were facing that would derail you. Can you help me understand how this would derail you?

**2** Can you walk me through the ripple effects [**challenge**] is having on the rest of the business?

**3** How is this challenge impacting the business as a whole?

**4** Who else does this challenge impact (function, person), and how?

**5** How much would you estimate this challenge has cost you/the business?

**6** Mind if I ask an awkward question? What kind of ripple effects is this having on YOU?

**7** What's driving you to solve this issue now rather than later?

**8** How is this challenge affecting your [**insert specific implication your problem-area creates**]?

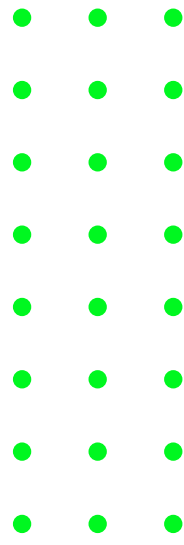
**9** What are the downsides when it comes to...

**10** What effect does that have on...

**11** How often does that cause...

**12** What does that result in?

**13** How often does that lead to...



# Solution Questions

Understanding expectations and where your solution fits

**1** To what extent is it important for you and the business to solve [challenge]?  
How would you prioritize it among your other priorities?

**2** What do you think you need to solve this challenge?  
How do you see that benefiting you?

**3** Have you thought about [insert your unique product capability here]?  
To what extent do you think that would help?

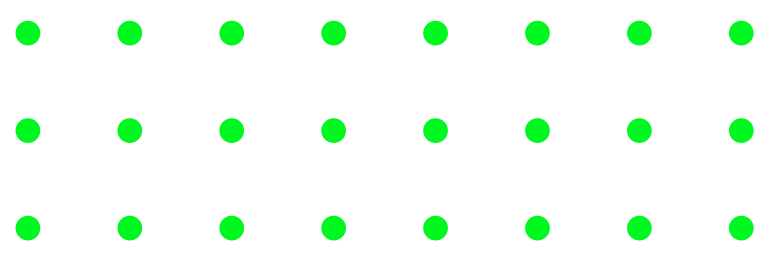
**4** What advantages do you see from the desired capabilities you just mentioned  
you need?

**5** What are some of the ways you see [benefit your product delivers]  
benefiting you?

**6** What business outcome would most move the needle?  
How much would that be worth?

**7** Mind if I ask an awkward question? Why is that meaningful to you?

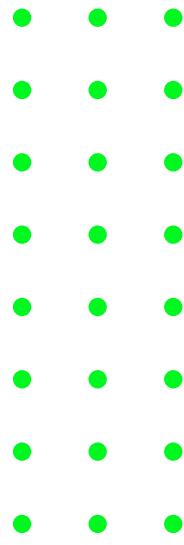




# Decision & Closing Questions

## Mapping out your mutual path towards close

- 1** What's changed since last we talked?
- 2** Can you walk me through the steps you and your company need to take to make a confident "yes/no" decision on this?
- 3** Who are the people that will be involved in each of those steps? How is each person involved? Can you tell me about each person's decision criteria?
- 4** How are you thinking about funding this project?
- 5** What circumstances need to be met for us to execute a commercial agreement by the [date]?
- 6** What would derail us from getting things done from here?
- 7** Is there any reason for us to not move forward with this now?



**SPECIAL OFFER**

# Ready for more?

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SaaS Discovery Masterclass**



**How Great SaaS Sellers Create "Urgency from Thin Air"  
and SELL In An Economic Meltdown**

Learn the exact 5-step discovery system I used to train the #1 sales team at Gong  
to sell through an economic meltdown.