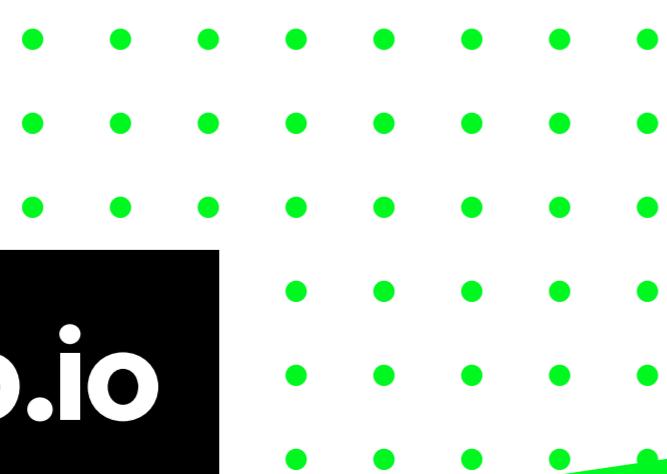
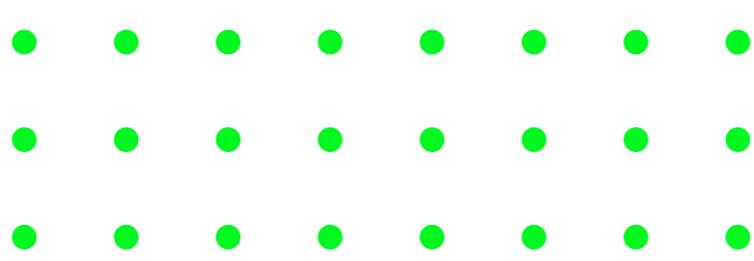


## CHEAT SHEET

# 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?

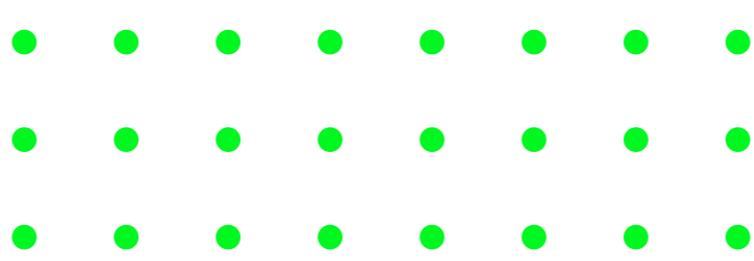
**8** [For outbound discovery calls] I'm sure you get dozens of cold calls and emails a day. What made you take this call out of all of those?

**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]?

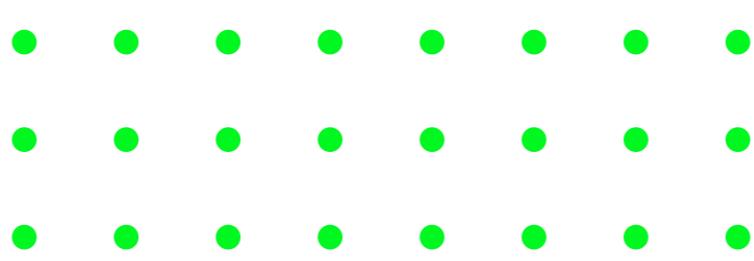
**9** What are the downsides when it comes to...

**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?

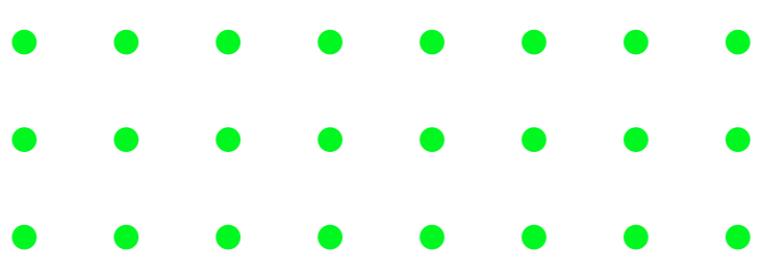
**3** Have you thought about [insert your unique product capability here]?  
To what extent do you think that would help?

**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?**



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