Driving Efficient Discovery Calls

UncoverB2B

UncoverB2B Playbook: Discovery Calls

Objective:

The idea of creating this Playbook is to build a go-to **Reference Guide for Enterprise sellers** providing them with directions, clarity on the process, steps to be followed, dos and don'ts, and the best practices to drive efficient discovery calls.

1. Before the Call

1. **BDR Sync Up**: Quick Sync Up with the SDR/BDR SPOC - Get the download firsthand.

   Below are the suggestions for Must-Have Answers:

   a. **Existing tech stack:** Whether the prospect already has a competing tool or not? If yes, which one?
   b. **Employee Count/User Count:** Whatever suits your pricing model
   c. **Lead Source:** (Inbound or Outbound) If it is inbound, which Search/ad they clicked on?
   d. **Use Case:** Mapping the pain points with existing solutions.

   Below are suggestions for Good-to-Have Answers:

   e. **Intent Signal:** Have they expressed any interest? (To have an idea if they are actively looking out / passively searching / market research/ etc.)
   f. **Complimentary tools being used:** You might have integrations with different tools. Look out if there are any partner tools in their tech stack.

2. **Research**: Do some research about the Company and the Person you'll be speaking with to understand a bit about their business and probable pain points.

   Sources for your research:

- **Linkedin**: About the POC (Designation, Past Organization, Role, etc.)
- **Website**: This is important to learn about their positioning.
- **Past data (Salesforce/Hubspot/Any other CRM tool)**: In case, we have had conversations with them in the past.
- **Google News**: Company's funding, latest news, etc.
- **LinkedIn Insights**: Find out the hierarchy/ Use that information to find out who is/will be involved in the decision-making process.

At the end of Steps 1) and 2), AE should have a clear understanding of what's the pain point that we need to solve (and accordingly tailor the pitch).

2. During the Call

1. **Greetings & Introductions**
    a. Self and Organisation
    b. Seek the other person's introduction and his/her role in the Org. Use this opportunity to establish your rapport with the other person. (Don't just get to the demo straight away)
    c. Try learning about their organizational structure (this helps in getting an idea about Champion/Economic Buyer).

2. **Confirmations**
    a. If it's an **Inbound** - Say, you sent us an inbound request for <Problem Statement>. Could you please help us understand a bit more in the detail? - Drive the discussion accordingly
    b. If it's an **Outbound** - Use the data point from your research to ask relevant questions.

3. **Start with Open-Ended Questions**

   Start the conversation with open-ended questions which encourage the prospect to share their thoughts and opinions. Avoid asking questions that can be answered with a simple "YES" or "NO".

4. **Identify the Next Steps:** Understand the evaluation process and book the next calendar on the call itself.

   (Learn to lead the conversation)

Checklist to be completed as an Outcome of the Discovery Call

- [ ] Existing tool
- [ ] Complimentary tool in their tech stack
- [ ] Employee Count/User Count
- [ ] Status of Evaluation: Active/Passive/Exploring
- [ ] Competition (If actively evaluating)
- [ ] Economic Buyer: VP/Head/CXO
- [ ] **Pain Points**
    - [ ] **<P0>**
    - [ ] **<P1>**
    - [ ] **<P2>**

    (Having complete clarity on their pain points will help us in preparing for the demo accordingly.)

- [ ] Is there any event with which this buying decision can be bound? E.g. renewal of existing tools, budget approvals, any other company event, etc.

3. After the Call

1. **Minutes of the Meeting:** Send a Thank You Email, MoM, Share introductions, Collaterals, etc. on the same day.
2. **Follow-Up:** Follow up with the prospect the next day
    a. Check if they received the email
    b. Confirm the next steps
3. **Retrospect:** Evaluate the Discussion, Identify areas for improvement, and refine your approach for future calls.
4. **Demo Preparation:** Prepare for a tailored demo. Draw references from your discovery discussion and prep up to showcase the solution for the pain points.

Dos:

- Ask open-ended questions to encourage the prospect to share their thoughts and opinions.
    - Top 3 pain points/challenges being faced today
    - Gaps in the current execution
    - The current Cost that they incur to run the show
    - etc.
- Listen actively and empathize with the prospect's pain points.
- Only talk about products that match the requirements.
- Only share the overview of the complete product suite if the expectations are unclear.
- Send email/collaterals the same day.
- Ask for the slot for the next meeting on the same call.

Don'ts:

- Use of Jargon that the prospect may not understand.
- Show eagerness for sales - It's the Discovery stage.
- Make assumptions about the prospect's needs and challenges.
- Preferably don't do a demo if expectations are not set for the same. Gather more information before the demo.

Best Practices:

- Research the company and the person you'll be speaking with
- Make the prospect feel VALUED and HEARD
- Speak in simple, clear language
- Keep control of the conversation - It's very easy to lose track while discussing the possibilities of collaboration
- Don't miss the follow-up
- Identify the Champion (might not be possible in the Discovery Call)

Read between the lines

- What is in it for the SPOC who is taking the demo?
- Will this deal make him a HERO?
- Is it the KPI of the SPOC?