

Discovery Questions

Understanding Customer Needs in Sales





Objectives

Through this Training you will be able to reinforce:

- **Learn what are Discovery Questions?**
- **Understand what are some examples of Effective Discovery Questions?**
- **Identify Best practices**
- **Use results of Discovery questions for your benefit**
- **Avoid bad practices on discovery questions**

what are Discovery Questions?

Discovery questions are open-ended questions used to gain a deeper understanding of a prospect's needs, goals, and challenges. They are crucial in the sales process as they help determine whether your product or service is a good fit for the prospect and enable you to tailor your pitch to their specific situation.



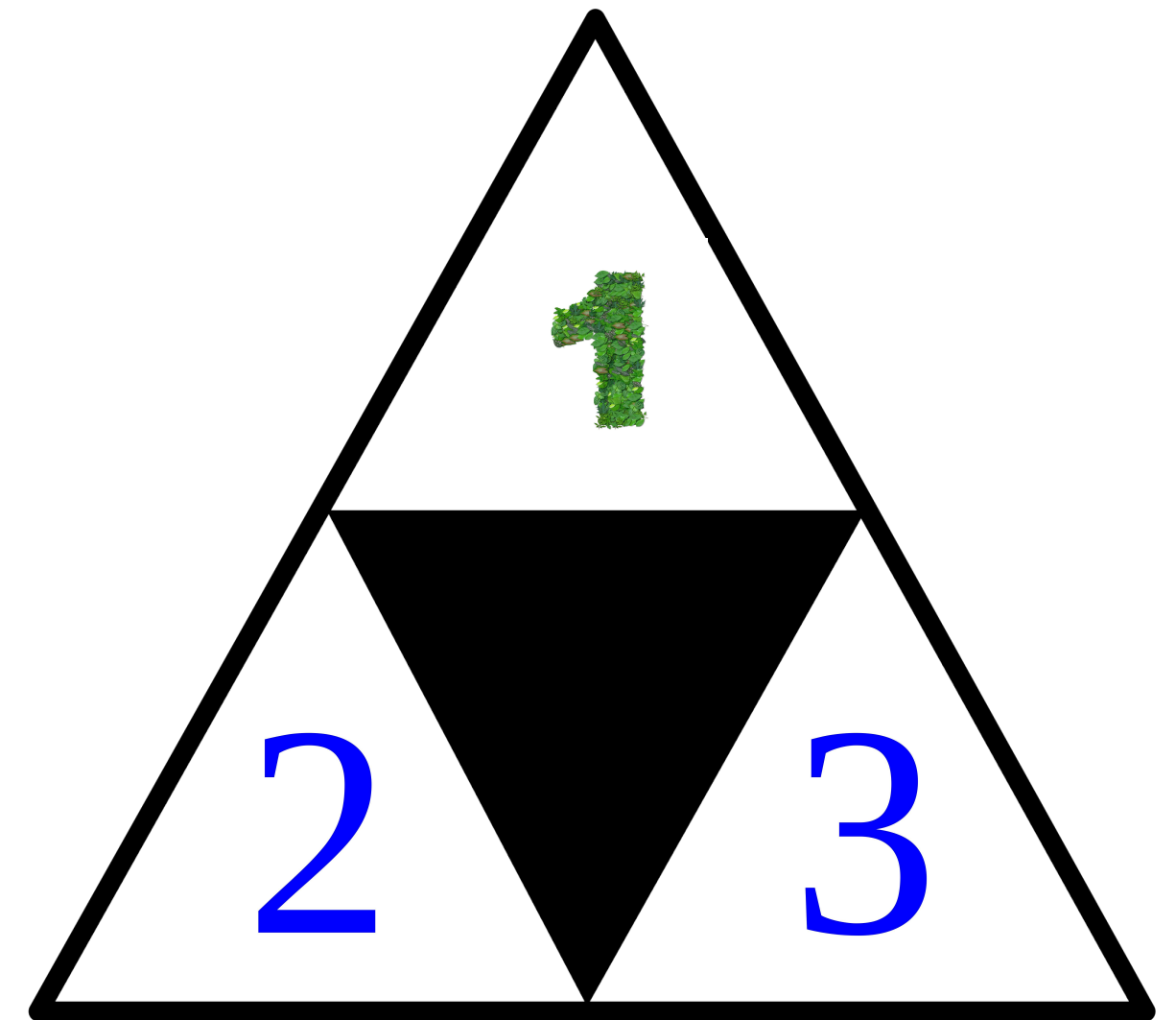
Why are the DQ so important?

- Asking effective discovery questions allows you to:
- Understand the prospect's current situation: Get a clear picture of their business, their role, and the challenges they face.
- Uncover their goals and aspirations: Identify what they hope to achieve and how your solution can help them reach their objectives.
- Determine their level of urgency: Gauge how quickly they need to address their challenges and their timeline for making a decision.
- Build rapport and establish trust: Show that you are genuinely interested in their business and are invested in finding the right solution for them.

Understand what are some examples of Effective Discovery Questions?

There are 3 stages of DQ that we can talk about for our specific type of customers:

1. Current Situation
2. Desired future state
3. Urgency and Timeline



Understand what are some examples of Effective Discovery Questions?

Examples

Current Situation:

- "Can you tell me a little bit more about your business and what are your biggest challenges right now?"
- "What are your current marketing efforts and what are your expectations for them?"

Desired Future State:

- "What are your goals for the next 6 to 12 months? Where do you want to be?"
- "How would having a steady stream of customers impact your business?"

Urgency and Timeline:

- "How aggressive are you looking to be with this growth? Are these 3-month goals, 6-month goals, or longer-term goals?"
- "What timeline are you working with to achieve these goals?"

Identify Best practices

To maximize the effectiveness of your discovery questions, follow these best practices:

- **Active Listening:** Pay close attention to the prospect's responses and avoid interrupting. Show genuine interest in what they have to say.
- **Paraphrasing:** Restate the prospect's key points to confirm understanding and ensure you are both on the same page.
- **Open-Ended Questions:** Use open-ended questions that encourage detailed responses rather than simple "yes" or "no" answers.
- **Building Rapport:** Establish a friendly and trusting relationship by using the prospect's name and showing empathy for their challenges.
- **Tailoring Questions:** Adapt your questions based on the prospect's responses and their specific industry or market.
- **Taking Notes:** Record key points throughout the conversation to reference later and for future follow-up.





Use results of Discovery questions for your benefit

- **Tailoring your pitch:** Customize your presentation to address the specific needs and challenges identified during the discovery phase.
- **Positioning your solution:** Clearly articulate how your product or service can help the prospect achieve their desired future state.
- **Overcoming objections:** Anticipate potential objections based on their current situation and have answers prepared.
- **Closing the deal:** By understanding their urgency and timeline, you can guide the conversation towards a successful close.

Avoid bad practices on discovery questions

- **Asking too many questions at once:** Avoid overwhelming the prospect with a barrage of questions.
- **Making assumptions:** Don't assume you know the answers. Let the customer answer your questions.
- **Focusing on your product too early:** The discovery phase is about understanding the prospect, not pitching your product.
- **Forgetting to listen:** Asking questions is only half the battle. Actively listen to their responses and use that information to guide the conversation.



¿Questions?

