What

- *Discovery questions are questions designed to identify customer`s **pains**, **needs**, **concerns**, previous misconceptions and **desired results**.*
- *Most often these are **open ended questions**, however some close ended may qualify*
- *Discovery Questions are not just about clarifying specific details; instead, these questions dig much deeper than the surface.*

Why

We use them for 3 reasons at the same time:

- ***Build a relationship** - Engage the customer in a conversation, so that he feels like he can trust you and can open up;*
- ***Uncover the problems** - find the real*

reason behind the resistance;

- _Most importantly_ *to get the right **angles for closing** the sale, retaining a save or collecting the balance .*

How

*1. When asking questions, you should **sound genuine** by being enthusiastic and interested to know about their business*

*2. Ask discovery questions to peel the onion(aka Go wide go Deep) and ensure **follow up questions** are built from the customer's answer and is relevant to the pain.*

*3. **Acknowledge** and drill down one issue before jumping into another one and start throwing discovery questions.*

*4. Ask **open ended question** and allow the **customer to talk.***

*5. **Save your bullets -** Uncover 2 angles (or issues), before you start providing the solution*

Kalen's Call

Angle 1
Min 0:40 - DQ
Min 0:55 - acknowledgement response
Min 1:05 - DQ
Min 1:22 - follow up DQ

Angle 2
Min 1:40 - DQ
Min 1:50 - DQ
Min 2:05 -   DQ
Min 2:10 - acknowledgement response

Angle 3
Min 2:58 - DQ
Min 3:30 - acknowledgement response
Min 3:45 - DQ
Min 4:20 - acknowledgement response
Min 4:25 - DQ
Min 4:42 - acknowledgement response

III RECAP

Let`s recap what we`ve learned today on this video:

Discovery Questions are primarily open ended questions

We use them to identify the most appropriate angle to sale, save or collect through building relationship and trust.

When asking Discovery questions make sure you sound GENUINE, ACKNOWLEDGE AND and drill down the customer`s response before moving to another issue and a set of DQs. And dont forget to save your bullets - uncover at least 2 issues before presenting the solution.