Discovery Questions Training

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

1. 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.

2. Understand what are some examples of Effective Discovery Questions?
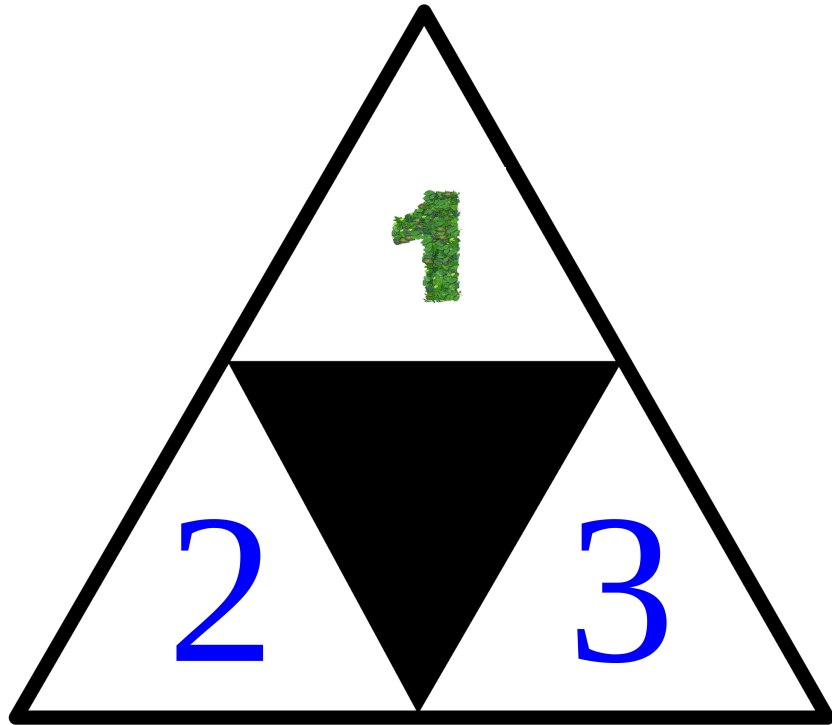
There are 3 stages of DQ that we can talk about for our specific type of customers:

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

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?"
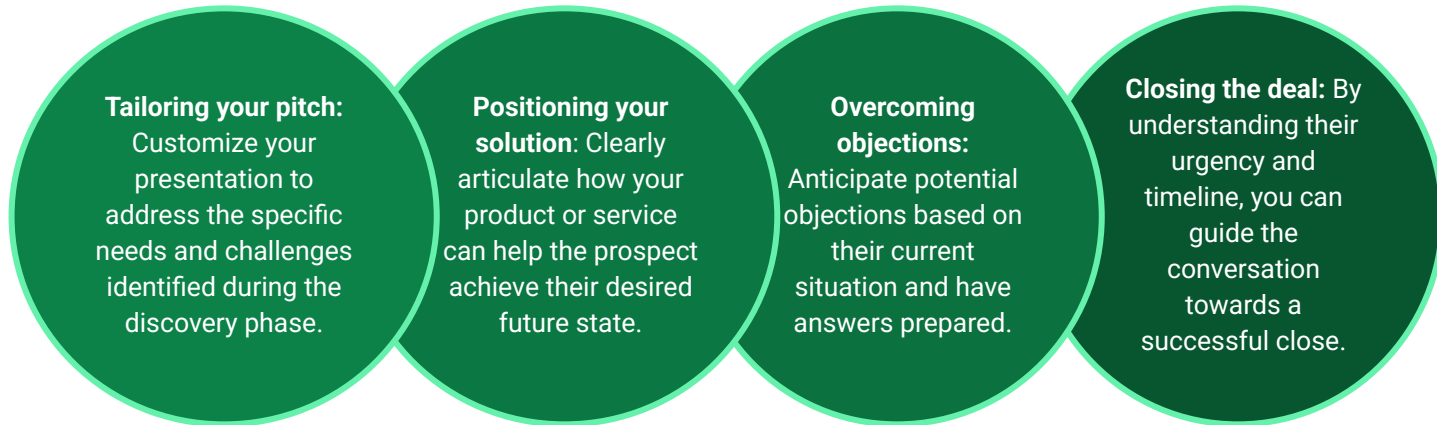
Urgency and Timeline:

- "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?"

3. 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.

4. 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.

5. 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?