

Value-Selling Discovery Script

For Cloud Architects & Technical Leads

Introduction

This script is designed to help Cloud Architects move beyond "solution designing" to "deal shaping." Use this framework in your first customer interactions to uncover business triggers, quantify impact, and align technical solutions to executive outcomes.

1. The Business Trigger (Opening)

Do not accept generic statements like "we want to modernize." Dig for the compelling event.

- Script: "I understand the goal is [Project Name], but I want to make sure we hit the timeline that matters most to you. What specifically triggered this conversation right now?"

- Follow up:

2. Clarify Pain in Business Terms

Technical pain (latency) must be translated to business pain (revenue loss, reputation).

- Script: "Where is the business feeling the most friction today because of the current state?"

- Quantify down:

3. Define Success Metrics

If you cannot measure it, you cannot defend it.

- Script: "If we come back in 90 days and say this project was a massive success, what number on your dashboard changed?"

- Examples curve:

4. The Value Hypothesis (The Pivot)

Connect your architecture to their metrics.

- Script: "Based on what you said, here is how we will approach the architecture:"

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(e.g.,

5. The Close: 90-Day Proof Plan

Move to a tangible next step.

- Script: "I know a full transformation is a big commitment. I propose we start with a 90-day value proof."

- Offer
baseball