

0:00

if you ever walk out of a discovery call

0:02

thinking something like "Hey that was

0:04

okay but to be honest I have no idea

0:07

where this deal is going and what I have

0:09

to do next." Then this video is going to

0:11

hit hard on you and you must watch till

0:13

the end I'm about to hand you a six

0:15

question proven system that will

0:17

instantly change how buyer see you how

0:20

your prospect understands you and how

0:22

fast you can move your deal forward And

0:25

again this is not just some kind of

0:27

fancy theory It's been battle tested in

0:30

sales cycles from two to six months and

0:33

from 5K to half a million dollar deals

0:36

This unique system helped Ajio and over

0:39

100 other sellers transform their

0:41

discovery calls from basic interviews

0:43

where no one is paying attention to you

0:45

into powerful high impact conversations

0:48

driving thousands of dollars in pipeline

0:50

and close deals And again you have to

0:53

stick with me I'm about to break down

0:54

the system the exact process and step by

0:58

step that we follow so you will learn

1:00

how to use it why it works and how it

1:02

can turn you into a trusted seller and a

1:05

top performer in less than 30 days A

1:07

while back I thought I was the best at

1:09

discovery calls mainly because I was

1:11

having some genuine conversations with

1:13

my prospects The problem was that I was

1:15

asking the usual questions those

1:17

superficial ones like "What are your

1:19

goals and pains what's your timeline

1:21

tell me about your budget or even what

1:23

are the challenges that you're going

1:24

through And then I smiled a lot I took

1:26

some notes I said yes to everything that

1:28

they were telling to me But my deals

1:31

they were small they were slow and they

1:33

were stuck So that's when I built a six

1:37

question system that changed my whole

1:39

performance Even I remember the first

1:41

time I used it the buyer and the

1:43

prospect literally told me "Hey Allan no

1:46

one's ever asked me this before Let's

1:48

bring in my BP into the next

1:50

conversation That deal closed for 3x my

1:53

average deal size And that's when I knew

1:55

that these six questions are a real

1:57

superpower Here's the thing You don't

2:00

need a better deck more slides or even a

2:02

sexier demo When you are running a

2:04

discovery call in order to make it in a

2:05

better way you need better questions

2:08

Because when you are asking the right

2:10

questions at the right time three things

2:12

will happen First you will unlock some

2:14

urgency Second you will expose some

2:16

hidden problems that your process might

2:18

be facing at that time And third you

2:20

will get invited up the change involving

2:22

some other stakeholders earlier in the

2:24

process So if you're relying on some

2:26

surface level fluff like what keeps you

2:28

upnight then you're leaving deals and

2:30

dollars over the table Let me walk you

2:32

through how these questions works each

2:35

one by one with examples that you can

2:37

start using today Remember you can grab

2:39

all the templates and examples in the

2:41

link below in this video And for the

2:43

sake of the video and the examples I

2:45

will be acting as a seller of an expense

2:47

management tool targeting CFOs Let's

2:50

jump into the question number one

2:51

Question number one it's called instant

2:53

credibility and it sounds something like

2:55

this I speak with finance leaders like

2:58

you every single day and the top three

3:00

things I hear are hours wasted chasing

3:02

receipts surprises spent creeping into

3:05

budgets and no real-time view of cash

3:07

flow across departments So now I'm

3:09

curious how much of that reflects your

3:11

word and what would you add now let me

3:13

tell you why this works really good

3:15

First of all it establishes you as a

3:17

peer and not as a vendor The second main

3:20

thing is that you reduce every friction

3:22

by giving them something to respond to

3:25

And third it triggers more details

3:27

through correction or clarification And

3:29

this is how a Gio use this to quickly

3:31

build trust and get his prospect opening

3:34

up within the first 60 seconds of the

3:37

conversation Remember this question gets

3:39

you out of the bender box and into the

3:42

trusted expert seat The second question

3:44

as we call it clarify the win Let's jump

3:47

into the example You mentioned

3:49

visibility is key Are we talking 10%

3:52

better reporting or 30 or 40%

3:55

improvement in real time spend accuracy

3:57

why this works let me walk you through

4:00

three main things First it forces

4:03

specificity and clarity The second point

4:05

it anchors your urgency to a measurable

4:08

outcome And third it gives you a

4:11

reference point to drive follow-ups and

4:12

ROI conversations later on in the next

4:15

steps What happened with this question

4:17

ajidio uncovered a goal to improve

4:19

visibility by 32% by Q1 2025 which

4:24

became basically his anchor throughout

4:26

the whole deal This question turns vague

4:29

interest or vague conversations into

4:31

clear actionable and measurable urgency

4:34

Question number three it's called the

4:36

hidden reason And the example looks

4:38

something like this You mention

4:40

automated approvals and that's usually

4:42

something tied to some kind of friction

4:45

So I'm curious is there any specific

4:47

process or team having issues there and

4:49

you stop so let me tell you the three

4:52

main reason why this question is so

4:53

powerful and how you can use it First of

4:56

all it prevents you from pitching too

4:58

early before uncovering the real reason

5:00

they might have in their company The

5:02

second thing it helps uncover emotional

5:05

or operational pressure within the whole

5:07

process And third separates curiosity

5:11

from genuine need from their side You

5:13

need to understand what's the real

5:15

reason in order to make sure that you

5:16

are pitching the right solution Now

5:18

let's jump into question number four or

5:21

how we call it find the fire The example

5:24

looks something like reducing spend is

5:26

clearly top of mind Alan Was there any

5:29

recent budget review internal audit or

5:31

shift in leadership that made this

5:33

urgent why this works so good let me

5:36

tell you the three main things The first

5:38

one it surfaces the recent trigger that

5:41

change priorities could be as we were

5:43

asking in the question either on a

5:44

budget review an internal audit any

5:46

milestone that is going on through out

5:49

the company or even something that

5:51

happened within the leadership The

5:52

second main point it helps you align

5:55

your timing with theirs Again you don't

5:57

want to pitch too early And the third

5:59

one it adds emotional or strategic

6:02

urgency into the conversation because

6:03

you are diving deeper into a specific

6:05

pains and what's going on in the company

6:08

in order to move forward to pitch your

6:10

solution Remember this question tells

6:12

you why now and why it matters Now

6:15

question number five or as I call it

6:17

measure the ripple effect Let me walk

6:19

you through the example Sometimes the

6:20

finance team feels the pain but in order

6:22

to make a real change it has to be

6:24

aligned with some seale goals So I'm

6:27

curious here does this map to any

6:29

broader OKRs like efficiency or

6:31

profitability now let's understand why

6:33

this works really well The first main

6:35

reason is that it tells you how

6:38

strategic the issue really is internally

6:40

The second main thing is that identifies

6:43

additional departments and stakeholders

6:45

that you can involve them early in the

6:47

process And the third thing is that sets

6:50

you up for multi-threading the deal

6:52

right away And this is how basically

6:54

Ajio discovered that the CFO's focus was

6:57

connected to a companywide profitability

6:59

OKR which basically helped him bring in

7:02

the revenue leadership team on board

7:04

early in the process Again this question

7:07

helps you spot if this is a real

7:09

priority if this is a must have or just

7:12

a nice to have that you will never ever

7:14

sell Jumping into the last question of

7:16

this system that is question number six

7:18

as I call it uncover advocates and

7:20

enemies Let me walk you through how this

7:22

looks like When tools like this touches

7:25

multiple teams there's usually

7:27

excitement and hesitation at the same

7:29

time So I'm curious how do you think the

7:31

sales teams either ops teams or even the

7:34

IT team might respond if this move

7:36

forward then we need to understand why

7:39

this works really well and why it's

7:41

crucial for you to ask this question The

7:43

first thing is that identifies likely

7:45

blockers before they appear You need to

7:47

be proactive and understand what could

7:49

be a potential blocker throughout the

7:51

full sales cycle The second main thing

7:54

it gives you insight into internal

7:56

influence and politics You need to be

7:58

sure that you know all the influencers

8:01

all the champions and everyone inside

8:03

the buying process And lastly it helps

8:06

you proactively manage objections

8:08

throughout the whole sales cycle and the

8:10

negotiation These questions will make

8:12

you unstoppable because we'll help you

8:14

to move your deals faster your deals

8:16

forward and to close bigger and faster

8:19

deals throughout the sales process It

8:21

will help you to become the top

8:23

performer within your organization as

8:25

soon as you start using them In fact

8:27

last quarter alone Gabrielle added just

8:30

question one to his process and this

8:32

helped him cut his sales cycle in half

8:36

in just 30 days On the other side we

8:38

have Krishna that started using

8:40

questions two question four and question

8:42

five and duplicated his conversion rates

8:45

in less than five weeks moving forward

8:47

plus 100K worth of pipeline Again these

8:51

questions aren't nice to have that you

8:53

can ask it now and then They are the

8:55

difference between average and stoppable

8:57

As I was saying before now it's time for

8:59

you to act Tell me in the comments which

9:01

question are you trying the first and

9:03

why forward this to some colleague or

9:05

friend who's stuck asking weak discovery

9:07

questions and suffering throughout the

9:09

process And lastly but not least hit the

9:11

subscribe button and turn on

9:13

notifications because next week we are

9:15

going to launch a playbook that is fire

9:18

And remember you don't need to work

9:20

harder you just need to ask smarter Six

9:23

questions bigger leads Let's go See you

9:26

in the next one

Inglese (generati automaticamente)

Tutti

Per te

Caricamenti recenti

Guardati

[44:11](https://www.youtube.com/watch?v=x6TsR3y5Qfg)

[Ora in riproduzione](https://www.youtube.com/watch?v=x6TsR3y5Qfg)

[Think Faster, Talk S](https://www.youtube.com/watch?v=x6TsR3y5Qfg)

**Question 1 — Instant Credibility**

Template:  
“I speak with [your persona] leaders all day — they usually mention [pain 1], [pain 2], or [pain 3].  
 How much of that sounds like your world — and what did I miss?”

Example:  
 “I speak with finance leaders like you every day. The top 3 things I hear are:  
– Hours wasted chasing receipts  
– Surprise spend creeping into budgets  
– No real-time view of cash flow across departments  
 How much of that reflects your world — and what would you add?”

**Question 2 — Clarify the Win**

Template:  
“So you’re looking to improve [target metric] — by how much?  
A small bump, or are we talking a big shift?”

Example:  
“You mentioned visibility is key — are we talking 10% better reporting, or 30–40% improvement in real-time spend accuracy?”

**Question 3 — The Hidden Reason**

Template:  
“Good question — sounds like [feature] might be important.  
What’s the story behind that?”

Example:  
“You brought up automated approvals — that’s usually tied to some kind of friction. Curious, is there a specific process or team that’s had issues there?”

**Question 4 — Find the Fire**

Template:  
“You just mentioned [pain point] — what’s causing that to take priority right now?”

Example:  
“Reducing rogue spend is clearly top of mind — was there a recent budget review, internal audit, or shift in leadership that made this urgent?”

**Question 5 — Measure the Ripple Effect**

Template:  
“How widely felt is this issue — is it just your team, or a company-level priority?”

Example:  
“Sometimes Finance feels the pain, but to make real change, it has to align with exec-level goals. Curious — does this map to any broader OKRs like efficiency or profitability?”

**Question 6 — Uncover Advocates & Enemies**

Template:  
“How do you think others in your org will feel about using something like this?”

Example:  
“When tools like this touch multiple teams, there’s usually excitement and hesitation. How do you think Sales, Ops, or IT might respond if this were rolled out?”