

# Module 5: Mastering the Discovery Call

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## Action Worksheet

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Name: \_\_\_\_\_ Date: \_\_\_\_\_

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## Part 1: GPCT Discovery Framework

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Design your discovery questions for each stage of the GPCT framework.

### G - Goals

**Purpose:** Understand what the prospect is trying to achieve

#### My Core Goal Questions:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

#### Follow-Up Questions to Go Deeper:

- “What’s driving that goal?” →

\_\_\_\_\_

- “What would success look like?” →

\_\_\_\_\_

- “Where do you see yourself in [timeframe]?” →

\_\_\_\_\_

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### P - Plans

**Purpose:** Understand their current approach and strategy

### My Core Plan Questions:

1.

2.

3.

### Follow-Up Questions to Go Deeper:

- “How are you currently [doing X]?” →

- “Who else is involved in your decision-making?” →

- “What’s your typical process for [relevant activity]?” →

## C - Challenges

**Purpose:** Uncover pain points and obstacles

### My Core Challenge Questions:

1.

2.

3.

### Follow-Up Questions to Go Deeper:

- “What’s been your biggest frustration with [current approach]?” →

- “What’s that costing you?” →

- “What happens if you don’t solve this?” →

## T - Timeline

**Purpose:** Establish urgency and decision timeline

**My Core Timeline Questions:**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**Follow-Up Questions to Go Deeper:**

- “What’s driving that timeline?” → \_\_\_\_\_

- “What’s your process for making a decision?” → \_\_\_\_\_

- “What happens if you don’t act by [date]?” → \_\_\_\_\_

## Part 2: Question Quality Assessment

Rewrite these poor questions into great discovery questions.

### Exercise 1

**Poor Question:** “Do you need financing?”

**Better**

**Question:**

\_\_\_\_\_

**Why**

**it’s**

**better:**

\_\_\_\_\_

### Exercise 2

**Poor Question:** “You want fast approvals, right?”

**Better**

**Question:**

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**Why**

**it' s**

**better:**

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### Exercise 3

**Poor Question:** “Can I tell you about our rates?”

**Better**

**Question:**

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**Why**

**it' s**

**better:**

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### Exercise 4

**Poor Question:** “Are you interested in our DSCR loans?”

**Better**

**Question:**

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**Why**

**it' s**

**better:**

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## Part 3: Active Listening Practice

Identify the listening mistakes in these scenarios and write better responses.

### Scenario 1

**Prospect:** “I’ ve been frustrated with my current lender because they take forever.”

**Poor Response:** “Yeah, banks are slow. We’ re much faster - 24-hour approvals.”

**What’ s wrong with this response?**

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**Better Response:**

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## **Scenario 2**

**Prospect:** “I’ m looking to expand my portfolio this year.”

**Poor Response:** “Great! How many properties are you looking at?”

**What’ s wrong with this response?**

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**Better Response:**

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## **Scenario 3**

**Prospect:** “I lost three deals last month to cash buyers.”

**Poor Response:** “That’ s tough. Our DSCR loans can help you compete better.”

**What’ s wrong with this response?**

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**Better Response:**

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## **Part 4: Discovery Call Script**

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Create your complete discovery call script using the GPCT framework.

### **Opening (2 minutes)**

**Greeting and Rapport:**

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**Set Agenda:**

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## **Goals Section (5-7 minutes)**

**Opening Question:**

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**Follow-Up Questions:**

1.

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2.

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3.

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## **Plans Section (5-7 minutes)**

**Opening Question:**

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**Follow-Up Questions:**

1.

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2.

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3.

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## **Challenges Section (8-10 minutes)**

**Opening Question:**

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**Follow-Up Questions:**

1.

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2.

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3.

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**Impact Questions:**

- “What’s that costing you?” →  
\_\_\_\_\_
  - “What happens if this continues?” →  
\_\_\_\_\_
- 

## Timeline Section (3-5 minutes)

### Opening Question:

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### Follow-Up Questions:

1. \_\_\_\_\_  
\_\_\_\_\_
  2. \_\_\_\_\_  
\_\_\_\_\_
  3. \_\_\_\_\_  
\_\_\_\_\_
- 

## Transition to Presentation (2-3 minutes)

### Summary Statement:

“Based on what you’ve shared, it sounds like...”

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### Confirmation:

“Did I capture that correctly?”

### Permission to Present:

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## Part 5: Buying Signal Recognition

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List the buying signals you’ll watch for and how you’ll respond.

## Verbal Buying Signals

Signal	My Response
“How quickly can you approve?”	_____
“What are your rates?”	_____
“Can you handle [scenario]?”	_____
“What’s your process?”	_____
“When could we start?”	_____

## Non-Verbal Buying Signals

### Signals I’ll watch for:

- ☐ Leaning forward / increased engagement
- ☐ Taking notes
- ☐ Asking detailed questions
- ☐ Bringing up specific deals
- ☐ Checking calendar / availability
- ☐ Other: \_\_\_\_\_

### How I’ll respond when I notice these signals:

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## Part 6: Discovery Call Preparation Checklist

Use this checklist before every discovery call.

### Pre-Call Research

- ☐ Reviewed prospect’s LinkedIn profile
- ☐ Researched their company/business
- ☐ Identified their likely pain points
- ☐ Prepared 3-5 customized questions
- ☐ Reviewed any previous interactions



## Materials Ready

- ☐ Notepad or digital note-taking tool
- ☐ CRM open to log notes
- ☐ Calendar available for scheduling next steps
- ☐ Relevant case studies or examples
- ☐ Rate sheets or program information (if needed)

## Mindset Check

- ☐ Focused and free from distractions
  - ☐ Genuinely curious about their situation
  - ☐ Ready to listen more than talk
  - ☐ Prepared to go deep with follow-up questions
  - ☐ Not attached to outcome - focused on understanding
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## Part 7: Discovery Call Debrief

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Complete this immediately after each discovery call.

### Call #1 Debrief

Prospect Name: \_\_\_\_\_ Date: \_\_\_\_\_

What went well:

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What I learned about their goals:

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What I learned about their challenges:

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Buying signals I noticed:

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What I could improve:

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Next steps:

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**Talk ratio (estimate):** Me: \_\_\_\_\_% *Them:* \_\_\_\_\_%

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## **Call #2 Debrief**

**Prospect Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**What went well:**

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**What I learned about their goals:**

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**What I learned about their challenges:**

---

**Buying signals I noticed:**

---

**What I could improve:**

---

**Next steps:**

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**Talk ratio (estimate):** Me: \_\_\_\_\_% *Them:* \_\_\_\_\_%

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## **Call #3 Debrief**

**Prospect Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**What went well:**

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**What I learned about their goals:**

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**What I learned about their challenges:**

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**Buying signals I noticed:**

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**What I could improve:**

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**Next steps:**

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**Talk ratio (estimate):** Me: \_\_\_\_\_% Them: \_\_\_\_\_%

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## Part 8: Common Discovery Mistakes

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Identify which mistakes you're most prone to and create strategies to avoid them.

### Mistake Identification

Check the mistakes you tend to make:

- ☐ Talking too much (not maintaining 70/30 ratio)
- ☐ Asking leading questions
- ☐ Skipping discovery when prospects ask about rates
- ☐ Not taking notes
- ☐ Rushing to present before completing discovery
- ☐ Not asking follow-up questions
- ☐ Interrupting prospects
- ☐ Following script rigidly instead of listening
- ☐ Other: \_\_\_\_\_

### Correction Strategies

For each mistake you checked, write a specific strategy to avoid it:

**Mistake**

**#1:**

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**Strategy:**

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**Mistake**

**#2:**

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**Strategy:**

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Mistake

#3:

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Strategy:

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## Part 9: Role-Play Practice

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Schedule and complete these role-play scenarios with your trainer or colleague.

### Role-Play #1: Experienced Investor

**Scenario:** Prospect has 10 rental properties, frustrated with slow bank approvals, looking to add 3-5 more properties this year.

**Date Completed:** \_\_\_\_\_

**What I learned:**

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**Feedback received:**

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### Role-Play #2: New Investor

**Scenario:** Prospect is buying their first investment property, nervous about financing, has W-2 income but limited real estate experience.

**Date Completed:** \_\_\_\_\_

**What I learned:**

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**Feedback received:**

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## Role-Play #3: Fix-and-Flip Investor

**Scenario:** Prospect flips 2-3 properties per quarter, needs fast funding and construction draws, currently using hard money but unhappy with rates.

**Date Completed:** \_\_\_\_\_

**What I learned:**

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**Feedback received:**

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## Part 10: 30-Day Discovery Improvement Plan

Commit to improving your discovery skills over the next 30 days.

### Week 1 Focus: Question Quality

**Goal:** Improve the quality of my discovery questions

**Actions:**

- ☐ Review and refine my GPCT question list
- ☐ Practice asking open-ended questions
- ☐ Record \_\_\_\_\_ discovery calls and review them
- ☐ Get feedback from trainer on question quality

**Success**

**Metric:**

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### Week 2 Focus: Active Listening

**Goal:** Improve my listening and talk ratio

**Actions:**

- ☐ Track talk ratio on every call

- ☐ Practice pausing before responding
- ☐ Take detailed notes during calls
- ☐ Ask more follow-up questions

**Success**

**Metric:**

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## Week 3 Focus: Going Deeper

**Goal:** Uncover deeper needs and motivations

**Actions:**

- ☐ Ask “Tell me more about that” at least 3 times per call
- ☐ Explore emotional drivers behind goals
- ☐ Dig into the cost of inaction
- ☐ Practice impact questions

**Success**

**Metric:**

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## Week 4 Focus: Smooth Transitions

**Goal:** Master the transition from discovery to presentation

**Actions:**

- ☐ Practice summarizing what I learned
- ☐ Confirm understanding before presenting
- ☐ Ask permission to present solution
- ☐ Connect solution directly to stated needs

**Success**

**Metric:**

## Notes & Insights

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*Complete this worksheet and practice your discovery skills on every call. Review progress weekly with your trainer.*