

Module 5: Mastering the Discovery Call

Role-Specific Application Guide & Video Resources

Supplemental Training Material



Video Resources for Module 5

Core Discovery Call Training

“How to Run a Sales Discovery Call (80% Close Rate)”

<https://www.youtube.com/watch?v=9LUXbzi8TTE>

Duration: ~20 minutes

Step-by-step framework for running discovery calls that result in 80% close rates. Includes downloadable templates.

“Discovery Calls That Don’ t Suck: How to Uncover Real Pain”

<https://www.youtube.com/watch?v=swr2VsX5Ank>

Duration: ~15 minutes

How to actually uncover real pain in conversations within 15 minutes and get a solid next step with good personas.

“The Perfect Discovery Call for Software Sales”

https://www.youtube.com/watch?v=V0NZ_4GoLJM

Duration: ~25 minutes

Step-by-step walkthrough on effective discovery that results in deals closing more often.

“Sales Discovery Call Master Class: 7 Tips for Developing”

<https://www.youtube.com/watch?v=TjmTJHA8NEY>

Duration: ~30 minutes

Master class covering strategy behind two primary discovery scenarios: inbound and outbound discovery.

“The Secret to Instant Credibility on Sales Calls”

https://www.youtube.com/watch?v=bPDFX_14yLo

Duration: ~12 minutes

From former Head of Sales at Gong: The #1 way to prep for discovery calls so your buyer trusts you immediately.

“Discovery calls: Diagnostic selling secrets from Becc Holland”

<https://www.youtube.com/watch?v=nKaZoZURRhQ>

Duration: ~18 minutes

Three easy steps of what you need to “discover” in discovery calls, including uncovering the prospect’s self-diagnosis.

SPIN Selling Framework

“SPIN Selling Explained (Does It Work In 2025?)”

<https://www.youtube.com/watch?v=bhYG5nxazVA>

Duration: ~15 minutes

Deep dive into the SPIN framework, unpacking what each letter represents and how it transforms your sales approach.

“SPIN Selling Explained #1/4: Asking the BEST Sales Questions”

<https://www.youtube.com/watch?v=iE6xkPqBIYo>

Duration: ~12 minutes

The SPIN Selling methodology for asking the BEST sales questions, written out step-by-step.

“Solution Selling: Neil Rackham’s SPIN Selling”

<https://www.youtube.com/watch?v=EapHYaT3TGI>

Duration: ~10 minutes

Solution selling is about finding out what the problem is and offering a solution—the heart of Neil Rackham’s approach.

“What is the SPIN Selling Sales Method?”

<https://www.youtube.com/watch?v=lBcFnaOsc-M>

Duration: ~8 minutes

Research-backed approach to sales that focuses on understanding your prospect’s deepest needs and pain points.

Role-Specific Applications

For Shawn (Head of Lead Response) - PRIMARY FOCUS

Your Role in Module 5:

Shawn, the discovery call is where you transition from “first contact” to “qualified opportunity.” Your discovery calls are **shorter and faster** than Ronald’s—you’re qualifying, not consulting.

Key Focus Areas:

1. The 10-Minute Discovery Call

Your discovery calls are brief but effective. Goal: Qualify the lead and book the next step.

Your Discovery Call Structure:

- **Minutes 0-2:** Build rapport, confirm their interest
- **Minutes 2-5:** Ask SPIN questions (rapid-fire version)
- **Minutes 5-8:** Determine fit and next steps
- **Minutes 8-10:** Book follow-up with Ronald or schedule application

2. Rapid SPIN Questioning

You use SPIN, but condensed:

Situation Questions (30 seconds):

- “Tell me about the property you’re looking at”
- “What type of investment is this for you?”
- “Have you worked with private lenders before?”

Problem Questions (1-2 minutes):

- “What challenges are you facing with traditional financing?”
- “Why are you looking at private lending for this deal?”
- “What’s your timeline pressure?”

Implication Questions (1 minute):

- “If you can’t close on time, what happens to the deal?”
- “How would missing this opportunity affect your investment goals?”
- “What’s at stake if you don’t get financing?”

Need-Payoff Questions (1 minute):

- “How would fast approval help you?”
- “What would it mean to close in 10-14 days?”
- “If we could solve this, what’s your next step?”

3. Qualification Criteria

During discovery, you’re qualifying for:

Deal Qualifiers:

- Property type (residential, commercial, mixed-use)
- Purchase price or loan amount
- Property location (in your lending area?)
- Property condition (habitable, rehab, ground-up?)

Borrower Qualifiers:

- Experience level (first deal or seasoned investor?)
- Credit profile (rough idea, not detailed)
- Down payment available
- Exit strategy (flip, rent, refinance?)

Timeline Qualifiers:

- When do they need to close?
- Is there a contract with deadline?
- How urgent is this?

4. Handoff to Ronald

If qualified, your job is smooth handoff:

Handoff Script: “Based on what you’ve shared, this sounds like a great fit. I’m going to connect you with Ronald, our Head of Client Relationships. He’ll do a deeper

dive on your investment strategy and structure the best loan for you. Let me get him on the calendar for you right now.”

Handoff Process:

- Book Ronald’ s calendar while on call
- Send immediate email intro to Ronald with notes
- Update CRM with discovery call summary
- Set task for Ronald to review before his call

Shawn’ s Implementation Checklist:

- ☐ Create 10-minute discovery call script
- ☐ Memorize rapid SPIN questions for lending
- ☐ Develop qualification checklist (deal, borrower, timeline)
- ☐ Practice discovery calls with team (role play)
- ☐ Create handoff script and process
- ☐ Set up CRM fields for discovery call notes
- ☐ Track metrics: Discovery calls held, qualification rate, handoff rate
- ☐ Record discovery calls for self-review
- ☐ Get feedback from Ronald on handoff quality
- ☐ Optimize based on what leads to closed deals

Shawn’ s Video Resources:

- Watch “Discovery Calls That Don’ t Suck” for 15-minute framework
- Study “The Secret to Instant Credibility” for pre-call prep
- Review “SPIN Selling Explained” to master question types

Shawn’ s Success Metric:

Conduct 15-20 discovery calls per week. Qualify 60%+ of discovery calls. 90%+ of qualified leads successfully handed to Ronald with complete notes.

For Ronald (Head of Client Relationships) - SUPPORTING ROLE (But Critical)

Your Role in Module 5:

Ronald, the discovery call is your **superpower**. This is where you build deep relationships and uncover needs that competitors miss. Your discovery calls are thorough and consultative.

Key Focus Areas:

1. The 45-Minute Deep Discovery Call

You have time to go deep. Use it wisely.

Your Discovery Call Structure:

- **Minutes 0-5:** Build rapport, set agenda, get permission
- **Minutes 5-15:** Situation questions (understand full context)
- **Minutes 15-25:** Problem questions (uncover pain points)
- **Minutes 25-35:** Implication questions (amplify urgency)
- **Minutes 35-40:** Need-payoff questions (build desire)
- **Minutes 40-45:** Summarize, confirm next steps, schedule presentation

2. Comprehensive SPIN Questioning

You use full SPIN methodology:

Situation Questions (10 minutes):

- “Walk me through your real estate investing journey”
- “What’ s your current portfolio look like?”
- “How many deals have you done in the last 12 months?”
- “What’ s your investment strategy—fix & flip, buy & hold, both?”
- “Who else is involved in your investment decisions?”
- “What’ s your typical deal size and volume?”
- “How are you currently financing your deals?”
- “What’ s your relationship like with your current lender?”

Problem Questions (10 minutes):

- “What’s frustrating about your current financing approach?”
- “What deals have you lost due to financing issues?”
- “Where do you feel stuck in your investing business?”
- “What’s preventing you from doing more deals?”
- “What challenges are you facing with traditional banks?”
- “How is the current rate environment affecting your strategy?”
- “What would you change about your current lender if you could?”

Implication Questions (10 minutes):

- “How much revenue are you losing by not closing more deals?”
- “What’s the cost of slow approvals on your business?”
- “How does financing uncertainty affect your ability to make offers?”
- “If you could close faster, how many more deals could you do?”
- “What happens to your investment goals if you can’t scale?”
- “How is this affecting your confidence when making offers?”
- “What’s at risk if you don’t solve this financing challenge?”

Need-Payoff Questions (5 minutes):

- “How would fast, reliable financing change your business?”
- “What would it mean to have a lender who understands investors?”
- “If you could close in 10-14 days consistently, how would that help?”
- “How valuable would it be to have a financing partner, not just a lender?”
- “What would it mean to your business to never lose a deal to financing?”
- “How would this allow you to grow your portfolio?”

3. Active Listening Techniques

You’re not just asking questions—you’re truly listening:

Listen for:

- Emotional language (“frustrated,” “excited,” “worried”)
- Repeated themes (what they mention multiple times)

- Unspoken concerns (what they avoid discussing)
- Decision-making process (who else is involved?)
- Timeline pressures (what's driving urgency?)

Listening Techniques:

- Pause 3 seconds before responding
- Paraphrase what you heard: "So what I'm hearing is..."
- Ask clarifying questions: "Tell me more about that"
- Take detailed notes (but maintain eye contact)
- Acknowledge emotions: "I can understand why that's frustrating"

4. Discovery Call Documentation

Your notes become the foundation for the entire relationship:

Document:

- Investment strategy and goals
- Current portfolio and deal volume
- Pain points and challenges
- Decision-making process and timeline
- Specific needs and preferences
- Objections or concerns raised
- Emotional drivers and motivations
- Next steps and commitments

Use Notes For:

- Customized loan presentation
- Anticipating objections
- Building rapport in future conversations
- Referral requests (understanding their network)
- Long-term relationship strategy

Ronald's Implementation Checklist:

- ☐ Create comprehensive discovery call script
- ☐ Build SPIN question bank for each stage
- ☐ Develop active listening checklist
- ☐ Create discovery call note template in CRM
- ☐ Practice full discovery calls (role play 45 min)
- ☐ Record discovery calls for review
- ☐ Get CEO feedback on discovery quality
- ☐ Track metrics: Discovery completion rate, presentation booking rate
- ☐ Analyze: Which questions uncover best insights?
- ☐ Refine approach based on closed deals

Ronald's Video Resources:

- Watch “How to Run a Sales Discovery Call (80% Close Rate)” as your primary guide
- Study “Sales Discovery Call Master Class” for advanced techniques
- Review “Discovery calls: Diagnostic selling secrets” for uncovering self-diagnosis
- Master “SPIN Selling Explained #1/4” for question methodology

Ronald's Success Metric:

Complete 10-15 deep discovery calls per week. 80%+ of discovery calls result in scheduled presentations. 60%+ of presentations result in submitted applications.

For Tamara (Head of Operations) - SUPPORTING ROLE

Your Role in Module 5:

Tamara, your job is to ensure discovery calls are documented, tracked, and optimized through data.

Key Focus Areas:

1. Discovery Call Documentation System

Build CRM structure to capture discovery insights:

Required CRM Fields:

- Discovery call date and duration
- Discovery call recording link
- Investment strategy (dropdown)
- Current portfolio size
- Deal volume (annual)
- Primary pain points (multi-select)
- Decision timeline
- Objections raised
- Next step scheduled (yes/no)
- Discovery call rating (1-5 by rep)

2. Discovery Call Quality Assurance

Create process to review and improve discovery calls:

Weekly Call Review Process:

- Listen to 2-3 discovery calls per rep
- Score against quality criteria
- Identify coaching opportunities
- Share best practices across team

Quality Criteria:

- Did they use SPIN methodology?
- Did they uncover real pain points?
- Did they listen actively (not just talk)?
- Did they document key insights?
- Did they schedule clear next step?

3. Discovery Call Analytics

Track metrics that matter:

Key Metrics:

- Discovery calls completed (by rep)
- Average call duration
- Qualification rate
- Presentation booking rate
- Discovery → Close conversion rate
- Most common pain points uncovered
- Questions that correlate with closes

Dashboard Views:

- Shawn: Daily discovery call activity and qualification rate
- Ronald: Weekly discovery call quality and conversion metrics
- CEO: Discovery call trends and optimization opportunities

4. Discovery Call Enablement

Provide tools that improve discovery effectiveness:

Tools to Implement:

- Call recording and transcription
- CRM integration for automatic note capture
- Discovery call script templates
- SPIN question prompts in CRM
- Post-call checklist automation
- Discovery → Presentation workflow

Tamara's Implementation Checklist:

- ☐ Build discovery call fields in CRM
- ☐ Set up call recording system
- ☐ Create discovery call quality scorecard
- ☐ Implement weekly call review process
- ☐ Build discovery call analytics dashboard
- ☐ Set up discovery → presentation workflow

- ☐ Create discovery call script templates
- ☐ Train team on documentation standards
- ☐ Analyze: Which discovery insights predict closes?
- ☐ Optimize CRM fields based on what matters

Tamara's Video Resources:

- Watch “How to Run a Sales Discovery Call” to understand what to track
- Study “The Perfect Discovery Call” to build quality criteria
- Review discovery call CRM workflow tutorials for your platform

Tamara's Success Metric:

100% of discovery calls documented in CRM. Weekly call reviews completed. Discovery call quality scores improve 20%+ over 90 days.

For CEO (Strategic Oversight) - LEADERSHIP ROLE

Your Role in Module 5:

As CEO, you coach the team on discovery excellence and personally conduct discovery for strategic accounts.

Key Focus Areas:

1. Discovery Call Coaching

Use discovery calls as primary coaching opportunity:

Weekly Coaching Sessions:

- Listen to 2-3 discovery calls per team member
- Provide specific, actionable feedback
- Role play challenging scenarios
- Share best practices and techniques

Coaching Focus Areas:

- Shawn: Speed up without sacrificing quality, improve qualification accuracy
- Ronald: Deepen questioning, improve active listening, uncover hidden needs

2. Strategic Account Discovery

For high-value prospects, you lead discovery:

CEO Discovery Criteria:

- Deal size over \$X threshold
- Strategic partnership opportunity
- High-volume investor (10+ deals/year)
- Referral from key relationship

Your Discovery Approach:

- Focus on strategic fit and long-term relationship
- Uncover not just current deal, but future pipeline
- Discuss partnership opportunities
- Build executive-level relationship

3. Discovery Process Optimization

Continuously improve discovery effectiveness:

Monthly Discovery Review:

- Analyze discovery → close conversion rates
- Identify patterns in successful discoveries
- Update question banks based on insights
- Refine qualification criteria
- Improve handoff processes

Questions to Ask:

- Which questions uncover the most valuable insights?
- Where are we losing qualified prospects after discovery?
- What objections are coming up repeatedly?
- How can we improve discovery → presentation conversion?
- What training gaps exist?

4. Discovery-Based Product Development

Use discovery insights to improve offerings:

Quarterly Insight Review:

- What pain points are we hearing repeatedly?
- What needs are we not currently meeting?
- What loan products should we add?
- What service improvements would win more deals?
- What partnerships would solve common problems?

CEO Implementation Checklist:

- ☐ Schedule weekly discovery call coaching sessions
- ☐ Create discovery call coaching rubric
- ☐ Define criteria for CEO involvement in discovery
- ☐ Conduct discovery for top 10% of opportunities
- ☐ Lead monthly discovery process review
- ☐ Analyze discovery insights for product development
- ☐ Share best discovery practices across team
- ☐ Track team discovery skill improvement over time
- ☐ Celebrate discovery excellence
- ☐ Tie discovery quality to compensation/recognition

CEO Video Resources:

- Watch “Sales Discovery Call Master Class” for coaching framework
- Study “The Secret to Instant Credibility” to teach prep techniques
- Review “SPIN Selling Explained” to coach question methodology

CEO Success Metric:

Team discovery → close conversion rate improves 25%+ year-over-year. Strategic account discovery personally conducted results in 80%+ close rate. Discovery insights drive 2-3 product/service improvements per year.



Discovery Call Metrics by Role

Shawn's Key Metrics:

Metric	Weekly Target	Success Criteria
Discovery Calls Completed	15-20	Consistent volume
Average Call Duration	8-12 minutes	Efficient qualification
Qualification Rate	60%+	Accurate screening
Handoff to Ronald Rate	90%+ of qualified	Smooth transition
Documentation Quality	4 ⁴ / ₅ average	Complete notes

Ronald's Key Metrics:

Metric	Weekly Target	Success Criteria
Discovery Calls Completed	10-15	Quality over quantity
Average Call Duration	40-50 minutes	Thorough discovery
Presentation Booking Rate	80%+	Clear next step
Discovery → Application Rate	60%+	Effective discovery
Client Satisfaction Score	4.5 ⁵ / ₅ +	Consultative approach

Tamara's Key Metrics:

Metric	Target	Success Criteria
Documentation Completion	100%	All calls logged
Call Recording Capture	100%	No missed recordings
Weekly Call Reviews	4-6 calls	Consistent QA
Dashboard Accuracy	100%	Real-time data

CEO' s Key Metrics:

Metric	Target	Success Criteria
Weekly Coaching Sessions	1 per team member	Consistent development
Strategic Discovery Calls	2-4 per month	High-value accounts
Team Discovery Conversion	25%+ improvement YoY	Process optimization
Product Insights	2-3 per year	Discovery-driven innovation

Additional Video Resources by Topic

For Active Listening:

- Search YouTube: “active listening sales techniques”
- Search YouTube: “sales listening skills training”
- Search YouTube: “how to listen in sales calls”

For Question Techniques:

- Search YouTube: “open-ended sales questions”
- Search YouTube: “probing questions sales”
- Search YouTube: “sales questioning techniques”

For Call Structure:

- Search YouTube: “discovery call framework”
- Search YouTube: “sales call structure”
- Search YouTube: “consultative selling process”

For Note-Taking:

- Search YouTube: “sales call note taking”
- Search YouTube: “CRM documentation best practices”

- Search YouTube: “discovery call notes template”
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SPIN Question Bank for Private Lending

Situation Questions:

- “Tell me about your real estate investing business”
- “What’s your current portfolio look like?”
- “How are you currently financing your deals?”
- “Walk me through your typical deal process”
- “Who’s on your investment team?”
- “What markets are you investing in?”
- “What’s your average deal size?”
- “How many deals do you close per year?”

Problem Questions:

- “What’s your biggest challenge with financing right now?”
- “What deals have you lost due to financing issues?”
- “What’s frustrating about working with traditional banks?”
- “Where do you feel limited in your investing?”
- “What’s preventing you from doing more deals?”
- “What financing problems keep you up at night?”
- “What would you change about your current lender?”
- “What’s the hardest part of getting deals funded?”

Implication Questions:

- “How much is slow financing costing you in lost deals?”
- “What happens if you can’t scale your business?”
- “How does financing uncertainty affect your offer strategy?”

- “What’s at risk if you don’t solve this?”
- “How is this impacting your investment goals?”
- “What opportunities are you missing?”
- “How would this affect your business in 6 months?”
- “What’s the real cost of not having reliable financing?”

Need-Payoff Questions:

- “How would fast, reliable financing change your business?”
 - “What would it mean to close in 10-14 days consistently?”
 - “How valuable would a true financing partner be?”
 - “What would it mean to never lose a deal to financing?”
 - “How would this help you scale your portfolio?”
 - “What would reliable financing allow you to do?”
 - “How would this impact your investment returns?”
 - “What would this mean for your long-term goals?”
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Discovery Call Pre-Work Checklist

For Shawn (Before Each Call):

- ☐ Review lead source and initial inquiry
- ☐ Check property address and basic details
- ☐ Review any previous contact notes
- ☐ Have CRM open and ready for notes
- ☐ Have calendar ready for booking Ronald
- ☐ Review qualification checklist
- ☐ Set timer for 10 minutes

For Ronald (Before Each Call):

- ☐ Review Shawn's handoff notes thoroughly
- ☐ Research the property (Zillow, county records)
- ☐ Review borrower's LinkedIn profile
- ☐ Research their investment company
- ☐ Prepare customized SPIN questions
- ☐ Have loan product options in mind
- ☐ Block 45-60 minutes (no interruptions)
- ☐ Have CRM open for detailed notes

For Tamara (Weekly):

- ☐ Ensure all discovery calls are recorded
- ☐ Review 2-3 calls per rep for quality
- ☐ Update discovery call metrics dashboard
- ☐ Identify coaching opportunities
- ☐ Share best practices with team

For CEO (Weekly):

- ☐ Listen to top discovery calls
- ☐ Conduct coaching sessions
- ☐ Review discovery conversion metrics
- ☐ Identify process improvement opportunities

Key Takeaways by Role

Shawn: Your discovery call is fast and focused. Qualify efficiently, document thoroughly, and hand off smoothly to Ronald. Speed and accuracy are your goals.

Ronald: Your discovery call is your competitive advantage. Go deep, listen actively, uncover hidden needs, and build trust. This is where you win deals.

Tamara: Your systems enable great discovery. Document everything, track what matters, review for quality, and provide insights that improve the process.

CEO: Your coaching elevates discovery excellence. Listen, coach, optimize, and personally conduct discovery for strategic accounts. Discovery quality drives business results.



Next Steps

Shawn:

1. Create your 10-minute discovery call script today
2. Memorize rapid SPIN questions
3. Practice with team (10 role plays)
4. Record your next 10 discovery calls
5. Review recordings and identify improvements

Ronald:

1. Build comprehensive SPIN question bank
2. Create discovery call note template
3. Practice 45-minute discovery (role play)
4. Record all discovery calls for 30 days
5. Analyze: Which questions lead to closes?

Tamara:

1. Build discovery call CRM fields
2. Set up call recording system
3. Create quality scorecard
4. Schedule weekly call reviews
5. Build discovery analytics dashboard

CEO:

1. Define discovery coaching framework
 2. Schedule weekly coaching sessions
 3. Listen to 5 discovery calls this week
 4. Provide specific feedback to each rep
 5. Identify top 3 discovery process improvements
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This supplemental guide should be used alongside the Module 5 Training Guide and Worksheet. Master the discovery call and you master the sale—this is where deals are won or lost.