

Module 5: Mastering the Discovery Call

Action Worksheet

Name: _____ Date: _____

Part 1: GPCT Discovery Framework

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]?” →

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:

Why

it's

better:

Exercise 3

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

Better

Question:

Why

it's

better:

Exercise 4

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

Better

Question:

Why

it's

better:

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?

Better Response:

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?

Better Response:

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?

Better Response:

Part 4: Discovery Call Script

Create your complete discovery call script using the GPCT framework.

Opening (2 minutes)

Greeting and Rapport:

Set Agenda:

Goals Section (5-7 minutes)

Opening Question:

Follow-Up Questions:

1.

2.

3.

Plans Section (5-7 minutes)

Opening Question:

Follow-Up Questions:

1.

2.

3.

Challenges Section (8-10 minutes)

Opening Question:

Follow-Up Questions:

1.

2.

3.

Impact Questions:

- “What’s that costing you?” →
-

- “What happens if this continues?” →
-

Timeline Section (3-5 minutes)

Opening Question:

Follow-Up Questions:

1.

2.

3.

Transition to Presentation (2-3 minutes)

Summary Statement:

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

Confirmation:

“Did I capture that correctly?”

Permission to Present:

Part 5: Buying Signal Recognition

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:

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
-

Part 7: Discovery Call Debrief

Complete this immediately after each discovery call.

Call #1 Debrief

Prospect Name: _____ **Date:** _____

What went well:

What I learned about their goals:

What I learned about their challenges:

Buying signals I noticed:

What I could improve:

Next steps:

Talk ratio (estimate): Me: ____ % Them: ____ %

Call #2 Debrief

Prospect Name: _____ **Date:** _____

What went well:

What I learned about their goals:

What I learned about their challenges:

Buying signals I noticed:

What I could improve:

Next steps:

Talk ratio (estimate): Me: ____ % Them: ____ %

Call #3 Debrief

Prospect Name: _____ **Date:** _____

What went well:

What I learned about their goals:

What I learned about their challenges:

Buying signals I noticed:

What I could improve:

Next steps:

Talk ratio (estimate): Me: ____ % Them: ____ %

Part 8: Common Discovery Mistakes

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:

Strategy:

Mistake

#2:

Strategy:

Mistake

#3:

Strategy:

Part 9: Role-Play Practice

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:

Feedback received:

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:

Feedback received:

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:

Feedback received:

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:

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:

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:

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

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