

Discovery Call Question Bank

Use these before you pitch anything. The goal is understanding, not selling.

Understanding Their Situation

1. Walk me through how you're handling this today.
2. What made now the right time to look into this?
3. Who else is involved in this decision, and what do they care about?

Understanding The Problem

1. What's the actual cost of this problem, in time, money, or stress?
2. What have you already tried? What happened?
3. If this doesn't get solved, what happens in six months?

Understanding What "Good" Looks Like

1. What would make this a clear win for you?
2. What's your timeline for having this solved?
3. What would need to be true for you to say yes?

Understanding The Decision

1. What's your budget range for solving this, if you have one in mind?
2. What's your process for making a decision like this?
3. Is there anything that would stop this from moving forward?