Discovery Question Card

From video 004 · The Sales Call That Closes, Part 1

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Most sales calls are lost because the seller pitches too early. Use this card to find two or three true problems, in the customer's own words, before you present anything. Print it, keep it next to you on the call, and practise once with a friend first.

SET UP THE CALL (one sentence)

"I'll ask a few questions about how things work now, then if it makes sense, I'll show you how we could help, and you can decide. Does that sound okay?"

THE 7 QUESTIONS, IN ORDER

1. **"What have you tried so far?"**
   Shows how serious the problem is.
2. **"How long has this been going on?"**
   Long-running problems = more ready to act.
3. **"Can you give me an example?"**
   Turns a vague answer into a concrete one.
4. **"Can you be more specific?"**
   Alternate with Q3 until the answer is concrete.
5. **"So the core problem is _____. Is that fair?"**
   Name the problem in their words. Get a small yes.
6. **"What else is holding you back?"**
   Repeat Q3-Q5. Aim for two or three problems.
7. **"If we fixed these, would it help?"**
   The recap question. Get a clear yes before you present.

THE DIG LOOP

Vague answer → "example?" → "more specific?" → repeat until it's a problem worth paying to fix.

TIME ON A 30-MINUTE CALL

Spend at least the first 10-15 minutes on questions. Write their words, not yours.

THEIR PROBLEMS, IN THEIR WORDS

1. _____ Yes? ☐
2. _____ Yes? ☐
3. _____ Yes? ☐

Example from the video (illustrative):

"A bit of a mess" became "$8,000 in sales, no idea where the profit went, and a tax deadline coming."

Examples only; results vary. General business education, not financial, legal or tax advice.
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Pocket cards - print and cut

Keep one by the phone, one in your bag, give one to each salesperson

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Discovery questions

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2. How long has this been going on?
3. Can you give me an example?
4. Can you be more specific?
5. So the core problem is _____. Is that fair?
6. What else is holding you back?
7. If we fixed these, would it help?

Ask → stay curious → write their words. Recap and get a yes before you present.

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