

Discovery Question Pro

By



Are you struggling to communicate with your prospects? Are you struggling to ask the right questions in order to find the correct answers to what's troubling your customers?

Then your struggles are about to end because we have compiled a list of 10 open-ended questions that will help you understand customer needs.

However, before you explore the list below, you should always note that the essence of a discovery call is to uncover the most prominent challenges your customers are facing in terms of their business and team's goals.

Therefore, our open-ended discovery questions will help you dig deeper and discover your prospects' genuine goals and challenges while earning their trust.

1. What encouraged you to explore our solution?
2. How does your current (use name of the specific process you are referring to, e.g. accounting, finance) process work?
3. Which areas of your businesses are you looking to improve particularly?
4. What would happen if you didn't do anything and kept the process going?
5. If you had a magic wand and wished for what you'd want most from a solution, what would it be?
6. How would picking the right solution impact your business?
7. What components matter the most when discovering which potential solution is the right one for you? (price, functionality, or stability)
8. How do you make a decision?
9. How many people are involved in the decision-making process, and who are they?
10. What are your timeline goals for making a purchase decision?

This discovery question set is perfectly suited for discovery calls if you handle software product sales. We'll also feature Discovery questions for other scenarios progressively!

Stay tuned for more templates and cheat sheets
on everything from customer discovery to
LinkedIn prospecting!

