25 ESSENTIAL QUESTIONS

TO ASK ON A DISCOVERY CALL

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Closing calls are sexy.

They’re the calls
when deals are made ...

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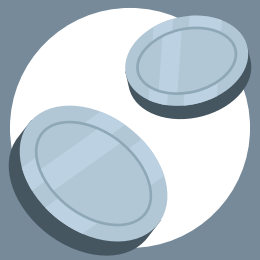
contracts get signed ...



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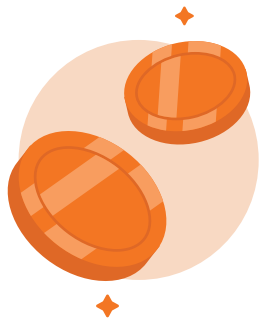
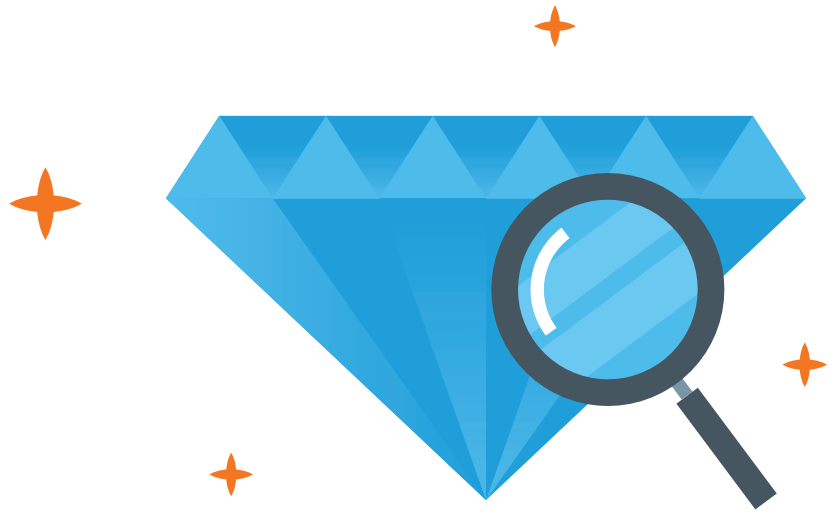


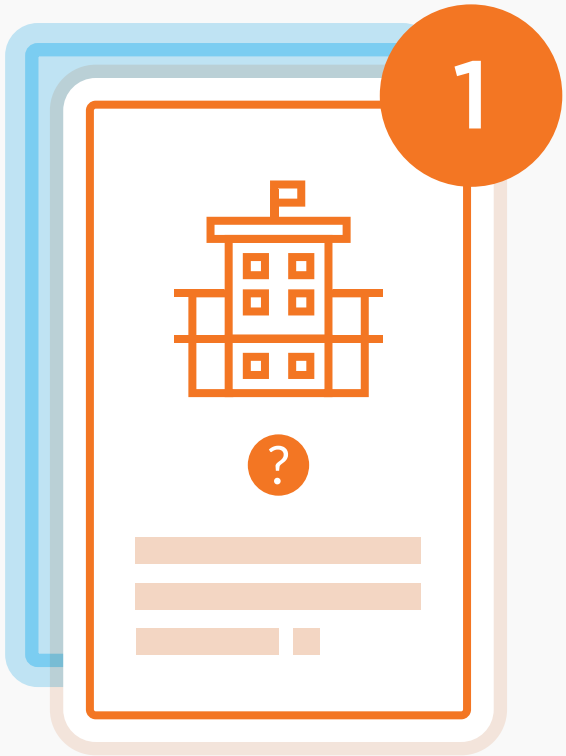
and you earn your
paycheck.

But discovery calls are the most important.



They’re where you understand the details of a prospect’s situation that will make or break a sale.

Here are HubSpot sales director Dan Tyre's 25 go-to questions that he asks on discovery calls.



Tell me about your company.

Tell me about your role. What do you do day-to-day?

What metrics are you responsible for?

Tell me about your goals (financial, customer-related, operational).

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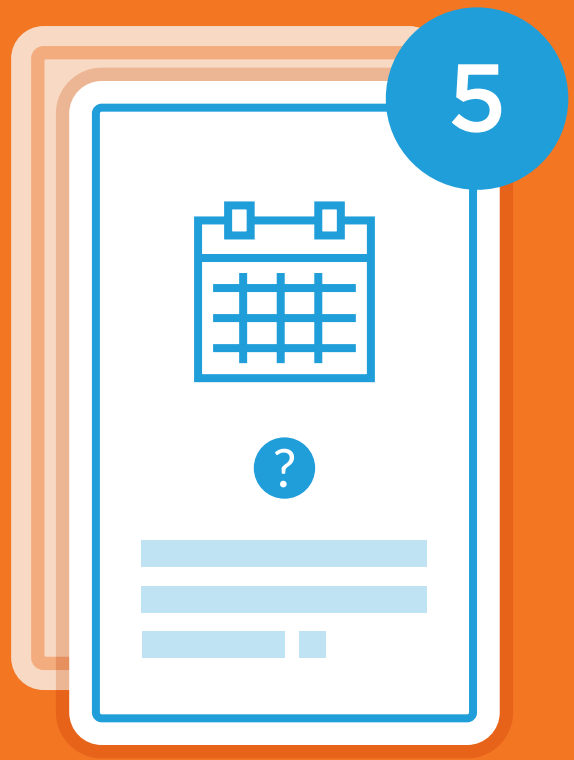
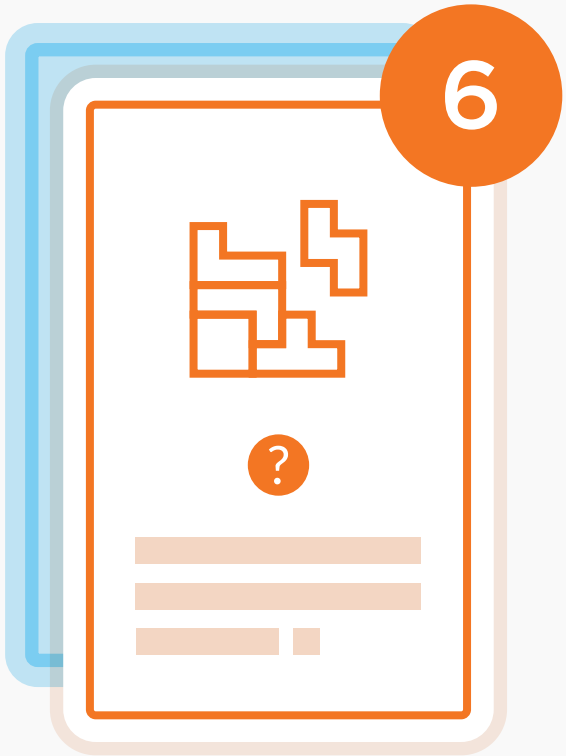
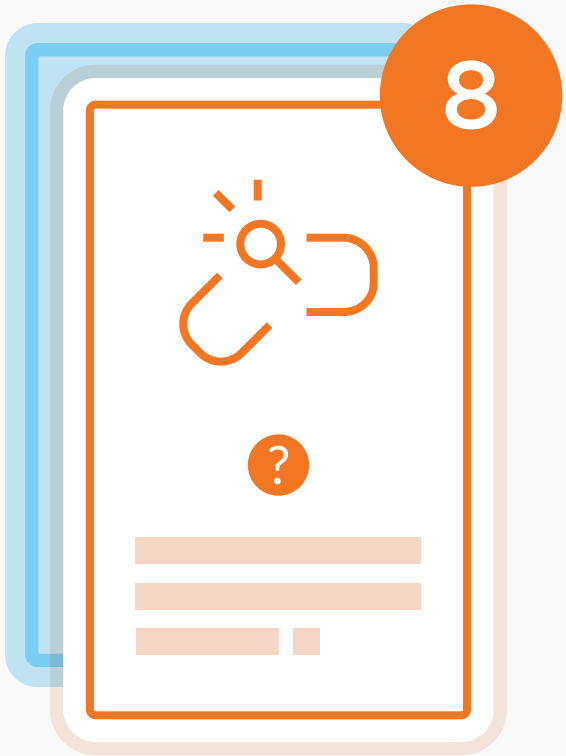


When do you need to achieve these goals by?



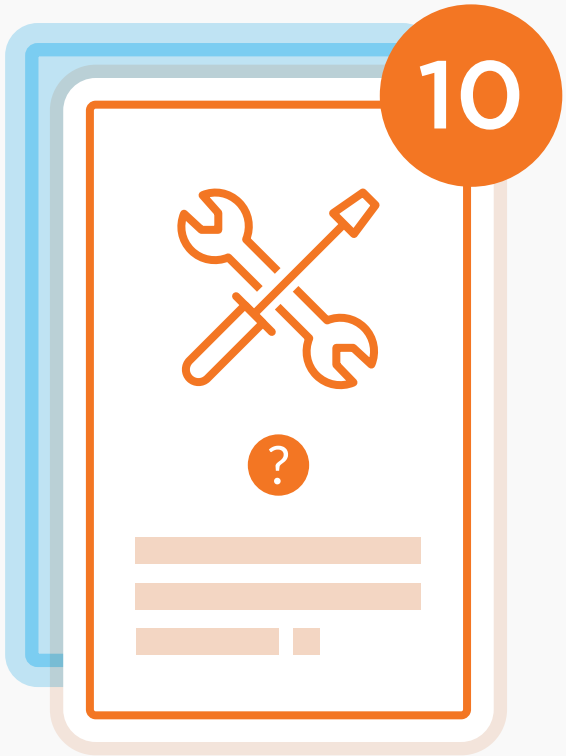
What problem are you trying to solve?

Are you having problems in [area as relates to the product]?



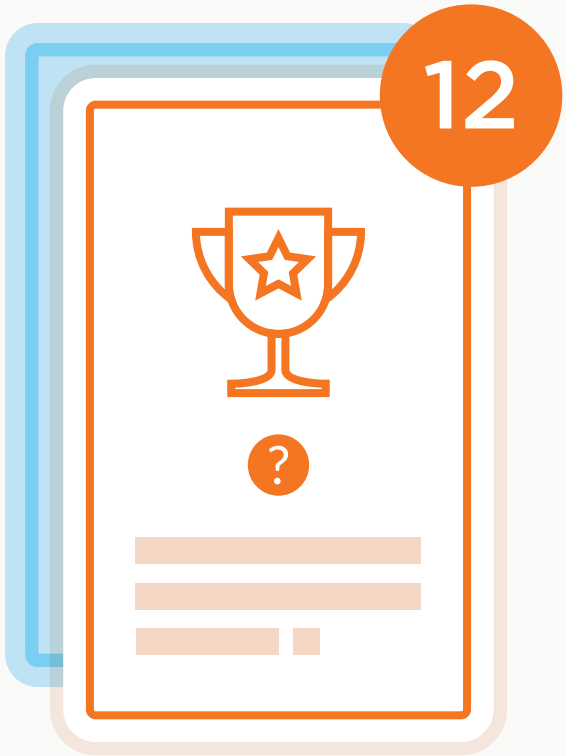
What's the source of that problem?

Why is it a priority today?



Why hasn’t it been addressed before?

What do you think could be a potential solution? Why?



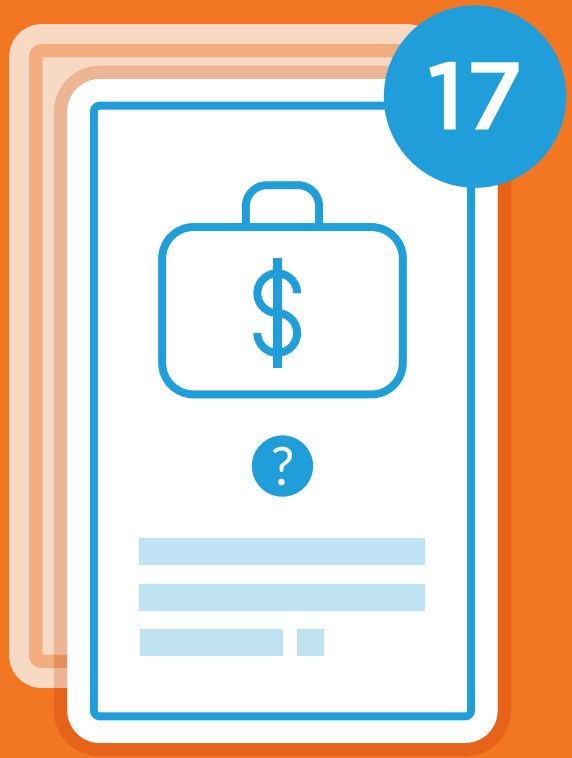
What would a successful outcome look like?

If you didn’t choose a product, do you have a plan in place to address this problem?

What are your primary roadblocks to implementing this plan?

What's your timeline for implementation?

Is this problem funded?



Whose budget does the funding come out of?

Is the budget owner an “executive sponsor”?

Who else will be involved in choosing a vendor?

Do you have written decision criteria for choosing a vendor? Who compiled these criteria?

Have you purchased a similar product before?

Is this a competitive situation?

What's the process for actually purchasing the product once you decide on it? Are there legal or procurement reviews?

What are potential curve balls to the sale?

How can I help make this sales process easy?

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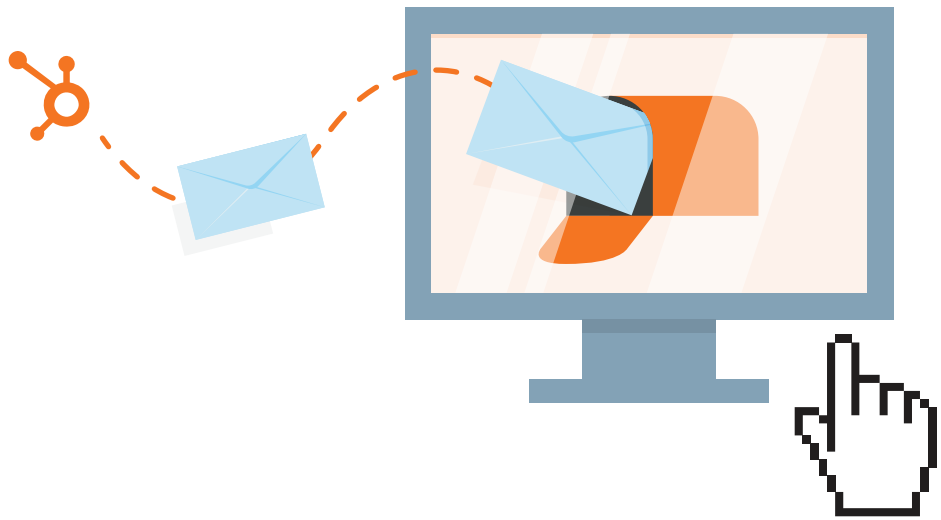

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Discovery calls should surface a sales opportunity or disqualify a prospect.

WITH THESE 25 QUESTIONS,
YOU'LL BE ABLE
TO RUN PERFECT CALLS

EVERY TIME

Designed by