

Worksheet: Discovery 2.0

Discovery 2.0 Overview & Tips Practice Guide

Overview

The discovery or asking questions element of selling is one of the most important because there is simply no way to be successful if you can't ask good questions that help you uncover buyer's needs, preferences, biases and buying criteria. Consultative selling gives us a good framework or flow for our questioning step and Compete Selling adds some critically important new techniques on how to ask the more assertive and provocative questions that could hurt rapport and trust if not done correctly.

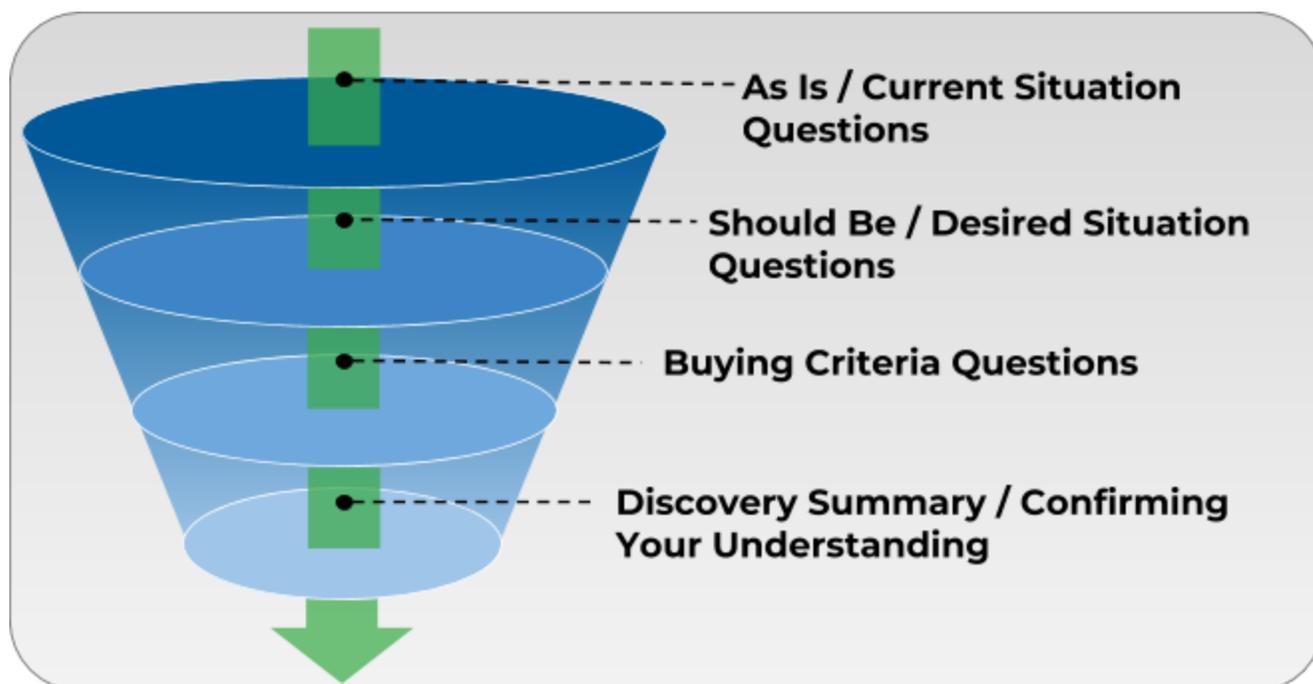
Big Ideas To Consider

1. By far, the most common mistake in selling is reacting too quickly to opportunities that surface when we ask questions. It doesn't matter what questioning process or flow we use if over react and start selling and responding to every opportunity that comes up.
2. It is a BIG MISTAKE to improvise questions too much. As part of your pre-call planning, you should have a list of questions you want to ask to keep you on track. Typically, salespeople that just improvise questions ask fewer questions and are more likely to over react and start selling too early.
3. It is critical to stay in questioning mode and keep the buyer talking and in the mode of responding to our questions. Every time we start selling, we disrupt this flow and reduce the likelihood that even bigger opportunities will surface.
4. In survey after survey, customer complain that salespeople simply talk too much. The discovery step is where we need to ask and listen and discipline ourselves to respond less and ask more.
5. We should avoid responding to the opportunities that surface in the questioning process until AFTER we have given a discovery summary of all the things we learned from the buyer from our questions.
6. More assertive HASP questions carry more risk and must be set-up and positioned the right way.
7. Ideally, questions are used that lead to our strengths and make the buyer more aware of the weaknesses of our competitors.

How To Improve Your Discovery Skills

- Review chapters 6-7 of Compete Selling
- Review the information on pages 2-3 of this guide
- Use pages 4-5 of this guide to brainstorm questions for each of the four areas: 1. Current situation questions; 2. Desired situation questions; 3. Buying criteria questions; 4. More assertive HASP style questions that need the HASP positioning approaches
- Talk to different people on your sales team to see what questions they use and write them down
- Always be alert for good new questions and add them to your master list and use that list to plan for upcoming calls and determine your must ask questions.

The Compete Selling Discovery 2.0 Flow



The Sequence of Questions

- Questions follow this flow because it's a natural, diagnostic approach
- Critically important not to overreact when selling opportunities surface ... instead, we listen and keep asking more questions
- Questions must be relevant and ideally, interesting to respond to
- We use follow up and clarifying questions to gain a clearer understanding
- We focus on uncovering needs, preferences, buying criteria
- We hold back on responding to needs until AFTER we give a discovery summary

More Assertive Discovery Approaches

Three different options to set up more assertive questions:

1. Conventional vs. contrasting thinking approach
2. Observation + question approach
3. The ... a question I often get + CPET approach

We focus on bringing objections, concerns and biases up EARLY in the sales process.

We use these positioning approaches to both soften the more assertive question AND introduce contrasting ideas and insights into the conversation without breaking the discovery flow.

Examples of Discovery 2.0 Questions

The Complete Selling Discovery 2.0 Flow	Examples of Questions
As Is / Current Situation Questions	<ul style="list-style-type: none"> • Tell me a little about your current situation in terms of the the problems you're trying to solve? • What's happening now that's causing you to want to seek out a better solutions? • What are the strengths and weaknesses of the XYZ you are currently using • Tell me about how your XYZ is currently performing? • How long has this problem been going on?
Should Be / Desired Situation Questions	<ul style="list-style-type: none"> • Ideally, what would you like to see improve with an ideal solution? • Describe to me what you would like to see change in the next year after this new solution is implemented? • What are the absolutely critical improvements you'd like to see in the next year as it relates to this XYZ issue? • If the new XYZ you are looking to purchase was perfect, describe to me the problems it solves or improvements it helps you make?
Buying Criteria Questions	<ul style="list-style-type: none"> • What are most important criteria you'll be using to determine the best possible solution? • What are your absolute must haves given your budget and also your like to have's as well? • Have you established a budget and a timeline yet? If so, could you please share with me the details you're comfortable with sharing?
Discovery Summary / Confirming your Understanding	<ul style="list-style-type: none"> • ... thank you for sharing all this with me ... to make sure I understand your situation, I'd like to summarize back to you what I've learned and please correct anything I may have gotten wrong. • ... summarize briefly the key details • ... In addition to this, what would you add to make your situation even clearer to me?

Discovery Tips

- The best salespeople develop a master list of questions they can review during pre-call planning to plan out the best questions to use for that particular call. They don't start from scratch, because they have those questions written down and constantly refer to them.
- You'll find that once you identify good questions, they can be used over and over on sales calls with different prospects.
- It's helpful, when developing a master list of questions, to think back over the last 5-10 sales calls you made and recall the questions you used. Chances are, many of those questions can be re-used again and again.
- Think about questions that lead to your strengths. For instance, if you know you have a competitive advantage in pricing, then ask creative questions that have to do with how better pricing would impact the buyer?

Discovery Practice Worksheet

As Is / Current Situation Questions:

Should Be / Desired Situation Questions:

Buying Criteria Questions:

More Assertive Questions that Need HASP Positioning Approaches:

