



SELLING THROUGH TOUGH TIMES

GROW YOUR PROFITS AND MENTAL RESILIENCE THROUGH ANY DOWNTURN

TOUGH TIMES DISCOVERY TEMPLATE

Discovery is the information exchange that takes place between the seller and the buyer. This information exchange reveals the buyer's needs, wants, and concerns. This template is your go-to guide for effective discovery sales calls. Visit www.ToughTimer.com for a downloadable version of the template.

PREPARE FOR THE DISCOVERY MEETING

- ☒ Embrace the right mindset—you're there to learn and dialogue, not to sell.
- ☒ Suspend your assumptions prior to your meeting.

DURING THE DISCOVERY MEETING

- ☒ The goal is to generate dialogue, not just a response from the buyer.
- ☒ Listen intently to the customer during your exchange: take notes, maintain eye contact, summarize, and paraphrase. (Complete list available in the "Listening" section.)

CREATE A LIST OF DISCOVERY QUESTIONS

- ☒ Stretch the buyer's time horizon into the future and the past.
- ☒ Use supporting questions to provide stability.
- ☒ Ask challenging questions to shift their mindset.
- ☒ Utilize what-if questions to inspire deep thought.
- ☒ Ask opinion-seeking questions to invoke self-discovery.

AFTER THE DISCOVERY CALL

- ☒ Review and reflect—fill in the blanks from your meeting notes.
- ☒ Send a follow-up note and schedule the next steps.