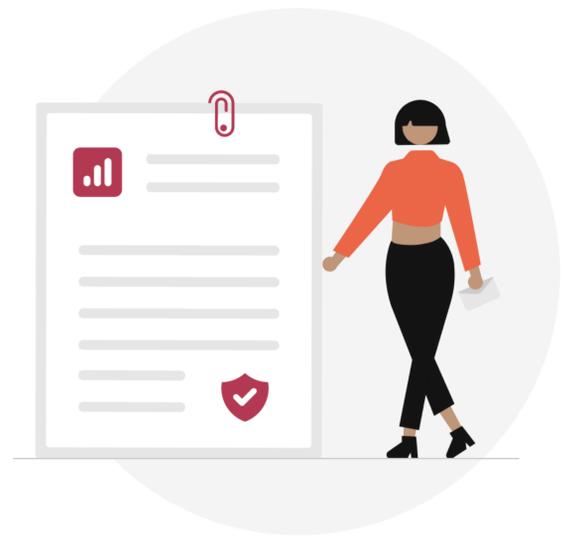


# What is a discovery call?

The purpose of a discovery call is to qualify a prospect; a tool used to identify a good sales opportunity from a weak sales opportunity. This is the perfect opportunity for you to discover a prospect's needs and to evaluate whether or not your product or service is one from which they will genuinely benefit.



## 2 Check your attitude

**Enthusiasm and excitement about the idea of working together is an absolute must when it comes to a discovery call. Despite the prospect not being able to see you, they will be able to sense your attitude down the phone so it is essential to get this right from the word go.**

A top tip is to echo and mimic the language used by your prospect too. This indicates to them that you are listening to what they are saying, on board with the conversation and invested in what they have to say.

Being enthusiastic is also about being a positive frame of mind. This is the prospect's first impression of you - so make it a positive one. Even if there is no deal to be done, that could change in the near future so it is always important to create a good first impression.

## 1 Do your homework

**Before you speak to any potential prospect it is important to learn as much about them as possible in order to ensure maximum productivity on your call. At the very least, you need to cover the basics.**

Use LinkedIn - this will give you a good insight into the background and experience of the decision maker you are speaking to. What is likely to be important to them? What level of expertise do they have in the service you offer? Knowing this information will enable you to understand how to pitch on your discovery call and determine key focus points.

Generally speaking, you should not need to spend more than 5-15 minutes doing this research. Just a snapshot of what you are getting yourself into should be enough to lead your discovery call successfully and efficiently.

## 3 Build a rapport quickly

**All sales people know the importance of building a good rapport with customers / prospects as soon as possible.**

Both parties know the purpose of your call but that is not to say that a couple of minutes at the start shouldn't be used to begin to build a relationship. This will help steer your desired outcome of the call and ease the client in.

## The next steps...



### Ask the right questions

- Share your full sales pitch
- Remain in control of the conversation
- Speak for less than 45% of the time during the call to enable the prospect to provide you with their key information.
- Ensure you're armed with the right questions, in case you need to steer the conversation back on topic.



### Listen

- Begin building trust with your prospect, listening well is the first step in building this relationship.
- Give your prospect the opportunity to speak, this makes them feel valued and important in the conversation.
- Use the same language as the prospect
- Make it clear to them that you are listening, this massages their ego to the point where they feel invested and engaged in what you have to say.



### Set a duration

- Set a duration for your discovery call that you are comfortable you can complete a good job within.
- This way, both parties know how much time to keep free
- Also, this ensures that you are comfortable in your pace and achievements and can move forward proactively after the call in the next step of your sales process.