

Discovery Script 2.6

SALES PROCESS FLOW

GOAL OF THE DISCOVERY CALL

Your goal on this call is simple: learn what their problems are, and book the appointment. You're not selling yet, you're finding out what's wrong and what it's costing them.

Ask questions that dig into **four things**. Under each, there's a real example (how we'd ask it) and a blank for you to fill in for your own trade or small business.

1. Is it working?

Find out whether the thing you'd help with is actually doing its job right now.

- Example: "How's your website doing for you? Is it bringing in calls?"
- Template: "How's your ___ working for you right now?" / "Is your ___ doing what you need it to?"

2. Is it costing them?

Get at the pain: time, money, customers, stress. This is where the real motivation lives.

- Example: "Is your site saving you time on the phone, or are you still fielding everything yourself?"
- Template: "Is ___ costing you time or customers?" / "What's that been like to deal with?"

3. What do they wish it did?

Let them describe the better version. Their answer is the thing you'll sell them.

- Example: "What would you want your website to do for your business if it could?"
- Template: "What would you want your ___ to do if it could?"

4. Is it making them money?

Tie it back to the bottom line AKA the strongest reason to buy.

- Example: "Is your website actually driving business, or just sitting there?"
- Template: "Is your ___ actually paying off the way you hoped?"

These are their 'hot-button' issues. These are the reasons they'll buy. **Write them down and record them, then float the next step: "Would you be interested in seeing how we could [fix / improve / handle] ___ for you?"**

Book the appointment (if it's a fit):

"Perfect! It usually takes about 20–30 minutes. Are mornings or afternoons better? (nail down a time). Does Tuesday or Thursday work?" (nail down a date).

What if they ask something I don't know?

Always be upfront and honest. It builds more trust than bluffing.

- "That's a great question. I don't know off the top of my head, but I'll find out (or forward it along to the product specialist) and have an answer for you at our next meeting."

Discovery Script 2.6

SALES PROCESS FLOW

PAGE 2

WHAT IF I GET PUSHBACK?

Pushback is normal. At some point a prospect will get frustrated, guarded, or hesitant, and that's totally OK. It usually means they're actually considering it.

Here are the objections you'll hear most, and how to handle each one:

"We already have ____ (a provider/your service)."

- "That's totally fair. Most people I talk to already have someone. I'm not trying to get you to switch. I'd like to ask a couple quick questions to see if what you've got is working. Is that OK?"

"We're not interested."

- "No problem at all. Can I follow up in a few months in case things change?"

"We don't have the budget."

- "No problem, I'm not here to sell you anything today, just to see if there's a good fit. If there isn't, I'll tell you upfront and get out of your hair."

"Send me some info / an email."

- "Absolutely! So I send the right info, can I ask one quick question about ____?" (if they'll give you 20 seconds, you're back in the conversation; if not, get the email and follow up).

"How much does it cost?"

- "Depends on what you need, which is exactly why I'd want the ten minutes first, so I'm not wasting your time and throwing out a number that doesn't fit you."

"[Competitor] does it for way less." / "I can get this cheaper somewhere else."

- "You probably can, there's always someone cheaper. The question I'd ask is what you're actually getting for it. Can I show you the difference in ten minutes, and if it's not worth it to you, I'll get out of your hair?"

"I'm busy right now."

- "No problem at all. I don't want to catch you at a bad time. Is tomorrow or later this week better for a quick call?"

"I need to think about it." / They won't give you an answer.

- "I understand it's a lot to think about. Honestly, in my experience 'let me think about it' is usually a polite no, and that's OK. If after everything we've talked about, you don't feel good about a yes, then we need to make it a no. And, that's completely OK."

When the real problem is embarrassment (usually money).

- "You know, that's more common than you'd think. It happens to good people all the time. From what I can tell, you're handling it better than most."

Discovery Script 2.6

SALES PROCESS FLOW

PAGE 3

IF/THEN CHEAT SHEET

These are moves to keep a conversation going and dig deeper. Use them when the call is live but stalled, and you're not sure what to say next. (For handling objections and resistance, see the 'What if I Get Pushback' sheet.)

SAFE TO USE ANYTIME

Start here. None of these can backfire so use them on your very first call.

→ **If...you are starting ANY new conversation and want to set it up right.**

Open with an advance agreement so they know what to expect.

- "Do you have ___ minutes? We are going to talk about ___. As far as next steps go, yes is great and no is OK too."
- "Do you have ___ minutes to spare? I just want to talk through ___. If it's a fit, great. If not, that's completely OK too."

→ **If...they give you a short or one-word answer and you want them to open up.**

Ask a personal-impact question. It gets them talking about how it actually affects them.

- "What do you mean by that?" / "What's that been like?" / "How does that affect your business?"

→ **If...they don't have enough motivation to take a next step or mention a problem in passing.**

Go deeper and wider with any and all pain points. The thing they bring up unprompted is usually the real objection or deal breaker.

- "I can't stop thinking about something you said. You mentioned ___ earlier. Why did you bring that up?"
- "You mentioned ___ a second ago. Tell me more about that. Where's that coming from?"

→ **If...they're still guarded, untrusting, or start to get a little defensive.**

Keep them talking with a softening statement and Socratic questioning.

- "That makes sense / I understand where you're coming from. Why do you think that is?"

→ **If...they say everything's 'fine' but you sense there's more.**

Help them picture the better version. 'Fine' often means 'I've stopped expecting better.'

- "Paint me a picture / What if... / If ___ could work exactly how you wanted, what would that look like? How would that change things for you?"

→ **If...you're not sure whether they're ready to move forward.**

Ask a commitment question. Giving them room to say 'no' makes a 'yes' mean more.

- "Will you be able to give me a yes or no today? And no is totally OK."

Discovery Script 2.6

SALES PROCESS FLOW

PAGE 4

IF/THEN CHEAT SHEET ... continued

USE WITH CARE

Powerful when the timing and tone is right. Use these once you've got a few calls under your belt and you need to nudge them in one direction or the other.

→ ***If...they're stuck and you're having trouble finding their motivation.***

Use a low-pressure 'what if.' It lets them explore the idea without fully committing.

- "It's completely up to you, but if you ever did decide to (fix/buy) ____, why would you?"
- **NOTE:** → **When NOT to use it:** Don't reach for this until you've uncovered a real problem first. Used too early it feels like you're leading them. Let them name a pain point, then use this to ask about that.

→ ***If...you need to ask something that might feel too dangerous or direct (like price).***

Ask it as a takeaway. Say the scary part outloud yourself, so it doesn't feel like pressure.

- "Honestly, there's probably no way you'd ever spend \$___ on this."
 - **NOTE:** → **When NOT to use it:** Only when there's real rapport and you can say it with confidence. Said flat or nervous, it sounds sarcastic or confrontational. If in doubt, just ask straight: "What is the range you had in mind?"
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WHEN IT GETS TENSE

Every seller has a call go sideways. Here's how to handle it courteously when it does.

→ ***If...you sense you've upset them or the call has gone cold.***

Take responsibility and own the feeling, honestly.

- "I get the feeling I said the wrong thing there, and that's on me. I didn't mean to put you on the spot. I feel terrible."
- **NOTE:** → **Say this only if you genuinely mean it.** Don't perform or use it as a tactic to win them back. People can tell, and a fake apology does more damage than the original.