

MASTERING DISCOVERY CALLS



TIPS ON HOW TO CRUSH A DISCOVERY CALL



TAKE CONTROL OF THE CONVERSATION

- Lead the conversation and try not to let it fall off the rails along the way



HIT OF DOPAMINE

- Make them laugh, crack a stupid joke, compliment them, something so that they get a rush of dopamine

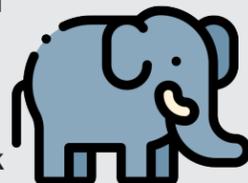


GET THE DECISION MAKER IN THE ROOM

- Make sure you're selling your solution to the right person who has power

ADDRESS THEIR PRECONCEIVED NOTIONS RIGHT OFF THE BAT

- Acknowledge the elephant in the room, you are here to sell them something
- BUT flip it on its head: you only want to sell them something if you actually think it's going to help them



ASK GOOD QUESTIONS, SOLVE REAL PROBLEMS, TEACH THEM SOMETHING

- Need to establish yourself as someone who is inquisitive and there to listen as much as talk



LISTEN FOR HINTS TO SELL TO THEM/ TAILOR TO THEM

- Customers will drop hints about what they need help with, if you know these, you can tailor your pitch to each



BE VULNERABLE & CONFESS SOMETHING

- Lowers their guard, makes them want to reciprocate vulnerability



BE AWARE OF WHY THEY'RE ACTUALLY BUYING FROM YOU

- Don't sell them on a benefit they don't care about



USE THEIR LANGUAGE TO SELL TO THEM

- Similar to listen for hints, make sure to use their wording



WALK BEFORE YOU RUN

- Start small as in every relationship
- Have realistic expectations