

8 discovery questions to ask every prospect

Discovery calls are a chance for your prospect to get to know you. At the same time, it's an opportunity for you to determine whether they're a good fit for your business. Ask these questions to tackle both fronts:

- 1. What goal is your business trying to achieve right now?**
- 2. What are the main roadblocks to reaching that goal?**
- 3. What is at stake if your company doesn't reach this goal?**
- 4. Who is involved in picking your software?**
- 5. What other software has your company tried to use?**
- 6. What is your budget for achieving this goal?**
- 7. Do you have any concerns about our product that I can address?**
- 8. Can we go ahead and schedule a follow-up with one of our sales reps?**