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?