hub

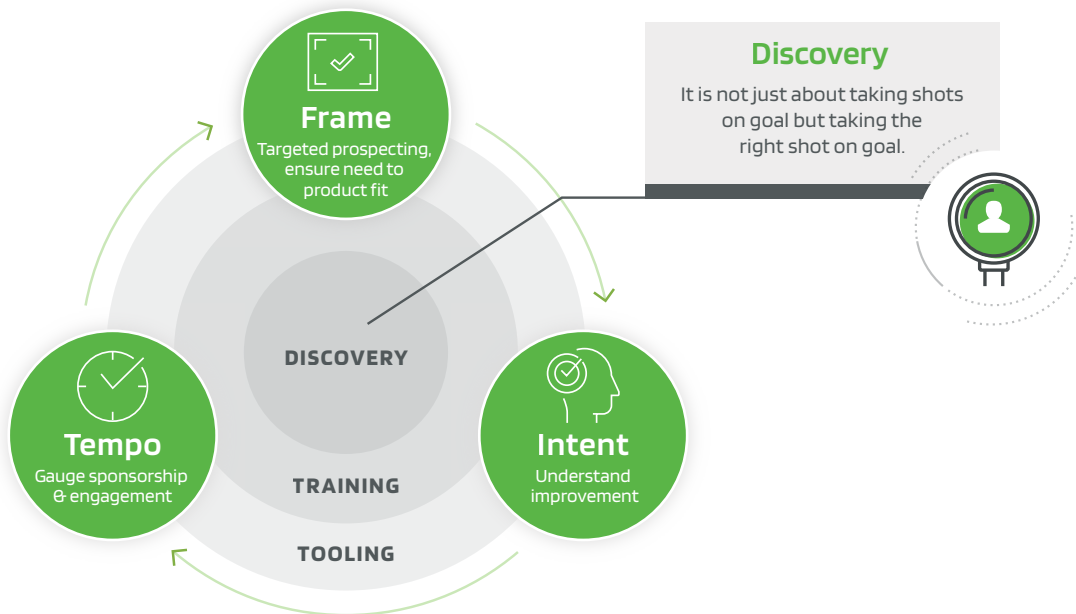# Technical sales: Maximize your discovery impact

Start with the end in mind. What attributes make up a great customer?

Frame
Targeted prospecting, ensure need to product fit

Tempo
Gauge sponsorship & engagement

Intent
Understand improvement

DISCOVERY

TRAINING

TOOLING

Discovery
It is not just about taking shots on goal but taking the right shot on goal.

Questions to help optimize your discovery

✓ Frame

- Does the buyer meet or exceed the desired company's profile for your business?

- Who is originating the request to learn more and engage with your company?

- Can your buyer greatly benefit from your offerings to better serve their target buyers?

- Is there an executive level sponsor and/or initiative to look into your offering?

✓ Intent

- Is there openness from the buyer to be challenged in the way they operate today?

- Has the buyer provided explicit intent for improvement using your offering?

- Is your buyer experiencing market pressures from their competition so that they need your solution to be more competitive?

- Is the buyer's organization culturally open minded to make investments in your solution?

✓ Tempo

- Has the buyer identified a particular time frame to implement a solution?

- Is the buyer following up on prior commitments?

- Is the buyer actively looking at alternative solutions and has some specific timelines to make a go or no decision?

- Have budgetary dollars and resources been allocated for a solution like the one you offer to be utilized in a particular time?

> "**Discovery should quickly eliminate the noise and increase the signal strength of opportunities worth pursuing**"

– VP of Sales

Use **FIT** for discovery

The great customer: Start with the end in mind. Define your great customer profile based on what you have to sell now.

FRAME
Quantify and qualify attributes such as number of employees, request originator and product fit to the expressed needs from the buyer.

INTENT
Understand disposition for change and desire for improvement utilizing your service, solution and/or product.

TEMPO
Gauge level of engagement and urgency for next steps from your buyer's organization.

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