

## Discovery questions for qualification:

1. What are the main goals of your company?
  2. Can you walk me through the ripple effects {challenge} is having on the rest of the business?
  3. And can you explain how that impacts your KPIs? How big a factor is {function} in achieving your KPIs?
  4. What are the main reasons for considering {solution} at this stage?
  5. Would you be able to tell me about your team, its members, and its growth/expansion plans?
  6. How would you describe the goals of your 'X' team?
  7. What are your goals for {function} for the next year and quarter?
  8. Who on the team would use the tool?
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## Discovery questions for deep discovery:

1. What is your current {workflow and tools used for the process}?
2. Which aspect of your {workflow} do you think needs to be eliminated/improved, and why?
3. An issue your industry peers seem to be facing is {problem}. Could you tell me how this affects your team and how you manage to stay updated on the latest developments and best practices?
4. Can you explain the main problems holding you back from {achieving results for X}?
5. What do you like about your current setup or solution?
6. Why do you feel the need to change your existing solution?

## Discovery questions for consultative discussions:

1. Have you tried solving {pain point} in the past? If yes, could you talk about your past attempts and how successful they were?
  2. Can you explain your primary roadblocks in implementing an external solution? Which are the areas of struggle for you? How do you currently handle third-party integrations?
  3. Have you thought about [insert your unique product capability here]? to what extent do you think that would help?
  4. How would a successful implementation of our solution impact your team's productivity or efficiency?
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## Discovery questions to understand decision-making:

1. Can you walk me through the steps you and your company need to take to make a confident "yes/no" decision on this?
2. Who are the people that will be involved in each of those steps? How is each person involved? Can you tell me about each person's decision criteria? What does your decision-making process look like?
3. How are you thinking about funding this project?
4. What circumstances need to be met for us to execute a commercial agreement by {date}?
5. What would derail us from getting things done from here?
6. Is there any reason for us to not move forward with this now?
7. What does your decision making process look like from here?
8. What boxes do you need checked off before moving forward with us?
9. Are you evaluating somebody with us at this point in time?