

Discovery Call Script

The 7-Question Framework That Closes Deals

Pre-Call Preparation (5 min)

- Research the prospect's company, LinkedIn, recent news
- Identify 2-3 potential pain points in their business
- Prepare your one-sentence positioning statement
- Have your pricing sheet ready (don't show it yet)
- Test your video/audio if it's a virtual call

Phase 1: Build Rapport (2-3 min)

Thanks for taking the time today, [Name]. Before we dive in, I'd love to learn a bit more about you and [Company]. How long have you been running things there?

[Listen actively. Find common ground. Reference something specific about their business.]

Phase 2: Discovery Questions (10-12 min)

Ask these 7 questions in order. Let them talk 80% of the time.

Q1: "What does a typical day look like for you and your team right now?"

Q2: "What's the biggest bottleneck or time drain in your business?"

Q3: "How are you currently handling [the process you can automate]?"

Q4: "If you could wave a magic wand and fix one process overnight, what would it be?"

Q5: "What have you tried so far to solve this? What worked, what didn't?"

Q6: "How much is this problem costing you - in time, money, or missed opportunities?"

Q7: "If we could solve this, what would that be worth to your business?"

Phase 3: Present Solution (5-7 min)

Based on what you've shared, here's what I'd recommend...

[Present your solution, mapping each feature to a pain point they mentioned. Use their exact words back to them.]

Phase 4: Handle Objections

Objection: "It's too expensive."

I understand. Let me ask - what's the cost of NOT solving this? You mentioned [their number] hours/week on this. At your team's rate, that's roughly \$[amount]/month. Our solution pays for itself in [timeframe].

Objection: "I need to think about it."

Absolutely. What specific concerns would you like to think through? [Address each one.] Would it help to schedule a follow-up for [specific day]?

Objection: "We're not ready yet."

When do you think you would be ready? What would need to change? [If timing is genuinely bad, offer to follow up in X weeks.]

Objection: "Can you send me a proposal?"

Happy to. To make sure it's accurate, let me confirm a few details... [Use this to ask closing questions and set a follow-up date to review the proposal together.]

Phase 5: Close (2-3 min)

So to recap - we'll [deliverable 1], [deliverable 2], and [deliverable 3]. You'll see [specific result] within [timeframe], and everything is backed by our [guarantee]. I can get started as early as [date]. Shall I send over the contract?

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