

PRODUCT SPECIFIC DISCOVERY QUESTIONS

The key to successful Discovery is to ask the right questions. Since we're all selling something different, we'll each have our own unique list of product-specific questions. Think of these as qualifying questions you need to know in order to present them with a tailored solution.

REMEMBER:

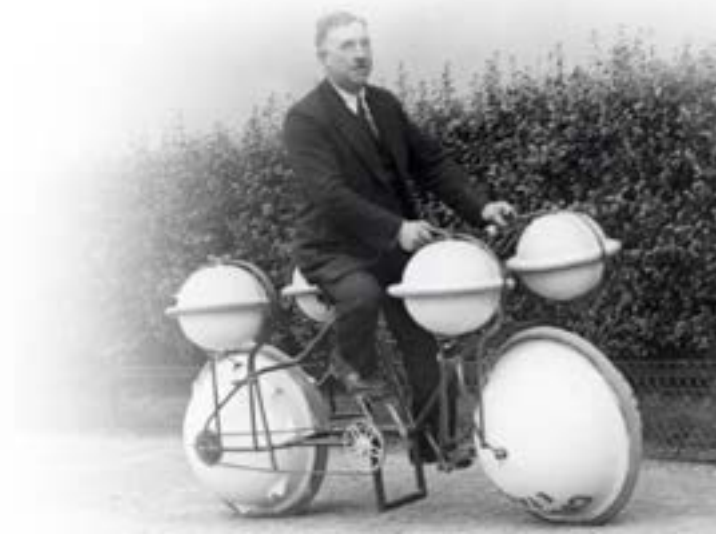
Everyone thinks that their personal situation is different and unique. It's during the Discovery process when we're going to find out what we need to know in order to:

- + Present a benefit rich, tailored solution that feels completely customized.
- + Create a Buying Gap in your customer's mind.

For example, let's imagine that it's 1932 Paris, France and our product is this season's hottest invention: The Cyclomer.

An amphibious bicycle? Genius! But we'll have to talk cyclists into changing their ways. After all, their current bike does a pretty good job of getting them from A to B. In order to build a case for how The Cyclomer will fit their needs our product specific questions might sound like:

1. How far is your current commute?
2. How many times do you have to cross the Seine every week?
3. Do you take the ferry? If so, how does the schedule fit your current needs?
4. What's the weather like where you're from? Do you live below the floodline?
5. What model of bicycle are you currently riding?
6. Why did you choose that model of bicycle?



Think about your specific product and your customer.

What questions do you need to know to learn about their unique situation?