

# Master Discovery

## Boost Win Rates By Focusing On Your Buyer's Problem



### Your Challenge

Sellers often fall short in uncovering enough information about their buyer's problems during discovery, preventing them from positioning their product as an effective solution. In fact, in 54 percent of deals, there is a misalignment between the seller and buyer on the problems the buyer needs to solve.

This leads to ineffective pitches and lost deals. But research shows that when buyer and seller are aligned on the problem, **the probability of closing a deal increases by 38 percent.**

Your seller's ability to conduct discovery can be the difference between a win or a loss.

The probability of a win increases by more than

# 38%

when buyer and seller are aligned on the problem.

### What's Going Wrong?

- Basic discovery involves asking superficial questions that quickly skim over the buyer needs in order to position the product pitch.
- Sellers are consistently failing to actively listen and truly dial into their customer's responses.
- Too much emphasis is still placed on answering the question "Do I know what my customer's problem is?" and not enough on "Do I understand how sure my customer is about that problem?"
- Sellers don't have a clear, repeatable strategy for planning and executing an effective discovery process.
- Discovery is treated as a one-time event, when in fact a buyer's problems continue to evolve.

### What If You Could...

- Transition from superficial discovery to an approach that ensures you achieve consistently high problem alignment with your customers?
- Follow an easy framework for asking discovery questions that sets you apart from the other sellers?
- Employ active listening that enables you to get to the heart of your customers' problems?
- Have a clear strategy for pressure testing challenges and pain points?
- Have a comprehensive understanding of your buyer's problems so you can offer the most effective solution?

### If...

- Your sellers are focused on pitching your solution rather than solving your buyer's unique problem...
- Your sellers are running a generic discovery process...
- Your sellers are stalling or losing deals, even after multiple conversations with your buyer...
- You are having difficulty retaining and growing customers after the initial engagement...

### Then...

You need Corporate Visions' **Master Discovery**, a new research-backed skills course designed to transform the way your sellers approach and conduct discovery for every customer conversation.

## What It Is

In **Master Discovery**, you'll learn a structured framework for conducting thorough and continuous discovery. This approach ensures alignment with your buyer's problems, leading to more effective sales conversations and higher win rates. Key components of the course include:

- A systematic approach to uncover and align on your buyer's problems.
- A framework for asking questions that explore your buyer's business, obstacles, root causes, damages, and potential solutions.
- Methods to engage empathetically with buyers, ensuring accurate understanding and trust-building.
- Strategies to build discovery into an ongoing activity rather than a one-time event.

## What You Gain

- Uncover insight into the true nature of your buyer's problems and their underlying causes.
- Tailor to each conversation to your buyer's unique context through a simple, scalable discovery framework.
- Maintain and document alignment on buyer problems throughout the sales process, adapting your approach as new information is uncovered.
- Change the relationship dynamic with your buyer to position yourself as a trusted advisor and partner.