



Master Discovery

1-Day Instructor-led Workshop

AM

PM

9:00 – 9:10	Traditional Discovery Isn't Working
9:10 – 9:55	Take a Problem-Minded Approach to Discovery
9:55 – 10:35	Prepare for Your Conversation
10:35 – 10:50	Break
10:50 – 11:30	Ask Problem-Minded Questions <ul style="list-style-type: none">• Activity: Explore Your Customer's Problems
11:30 – 12:40	Identify Your Customer's Problem Type <ul style="list-style-type: none">• Activity: Discovery Conversation Role-play

12:40 – 1:25	Lunch
1:25 – 1:50	Align on the Problem Statement <ul style="list-style-type: none">• Activity: Summarize and Share Problem Statements
1:50 – 2:30	Respond to Your Customer's Problem Type <ul style="list-style-type: none">• Activity: Practice Responding to Different Problem Types
2:30 – 2:45	Break
2:45 – 3:35	Gauge Your Customer's Commitment <ul style="list-style-type: none">• Activity: Plan Questions to Gauge Level of Commitment
3:35 – 3:55	Plan Your Next Steps
3:55 – 4:20	Wrap Up