GONG

DISCOVERY CALL CHEAT SHEET

We analyzed over 519,000 discovery call recordings using AI, and uncovered patterns and trends behind the most successful discovery calls.

## #1 Questions to Ask   11-14

You're most likely to nail your discovery call when you ask between 11-14 targeted questions.

#2 C-suite questions to ask   4-8

C-Suite executives are pressed for time. So they have a lot less patience. Use only 4-8 high-quality, open-ended questions to uncover their business needs. After that, win rates decline drastically.

#3 Question Flow

Don't front-load your questions at the beginning of a call. Spread them out to create a real dialogue.

Top Performers

Average Reps

Call Duration

Call Duration
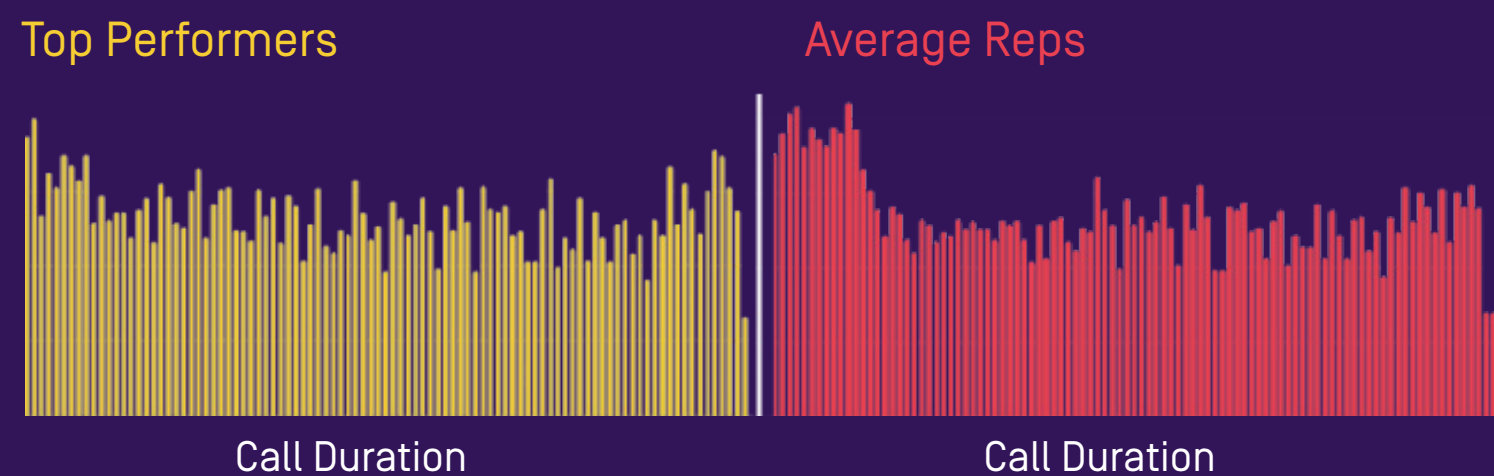
#4 Talk/Listen Ratio   46% Talk / 54% Listen

The talk-to-listen ratio of winning discovery calls is 46/54. The best calls are a natural, balanced, two-way conversation with your customer (rather than an interrogation).
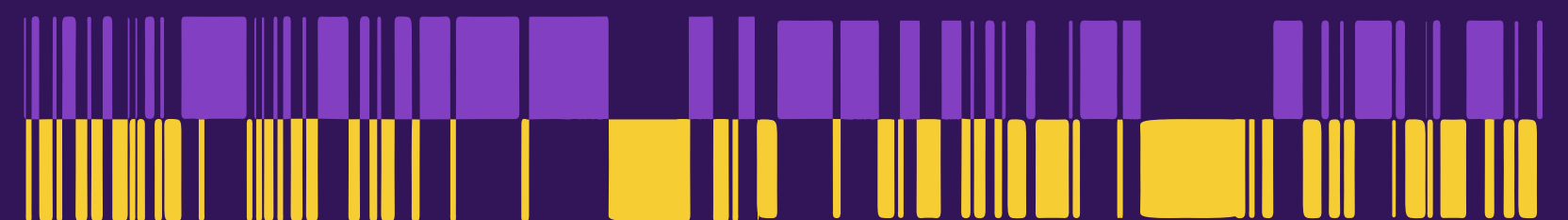
#5 Problems to Cover   3-4

Explore 3-4 customer problems, no more, no less. That manageable number correlates with the highest likelihood of closing the deal.

#6 Speaker Switches   3.2 /min

Change speakers around three times per minute and you'll up your odds of closing the deal.

Get longer responses

Success Rates

Customer Story Length

Longer customer responses correlate to more wins because you gather critical intel that helps you sell.

BONUS ROUND

Start using these questions ASAP. They generate long buyer responses in nearly every sales situation:

Context: What's changed since the last time we spoke?

Pain: Last time we met we talked about solving [business challenge 1 and 2]. What's missing from our list that's worth covering today?

Impact: How is this presenting itself as a problem to the business?

Current state: How are you currently addressing [pain/problem]?

Quantify impact: What would happen if we solved [business challenge]?

Qualification: When evaluating a technology partner, what's most important to you?

Timing: What happens if we don't address this [pain/challenge] now?

Influencers: Who would feel left out if they didn't attend the demo?

Potential blockers: Who else will these changes affect?

Buying process: Walk me through how you purchased [incumbent].

#7 Mirroring 2-4 words

Say your customer's last 2-4 words back to them as a question. They'll start talking and you'll get critical information:

Buyer: We can't make a vendor switch until next year.
Seller: Next year?

(Chris Voss, you know we love you. Thanks for numbers seven and eight.)

#8 Labeling Name their emotions

These phrases help customers feel understood, especially when things get contentious:

"It seems like you...", "It sounds like you...", "It looks like you...".

Follow us on **LinkedIn** for data-backed tips and insights that will help you WIN more often.

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