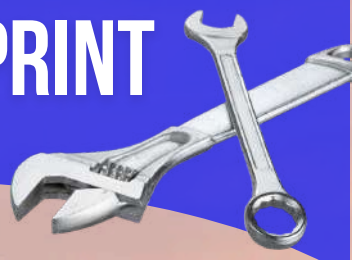
THE ULTIMATE DISCOVERY CALL BLUEPRINT



Turbocharge your conversations.
Engineer your close.

1. Start with Why

Share the origin of your company through the lens of the problem you solve. Set the tone and earn trust without pitching.

2. Insight & Hypothesis

Do your research. Share an insight tailored to their ICP. Use it to test fit early: "Does this sound like what you're seeing?"

3. Expose the Pain

Ask what's hard and let them talk. Don't rescue the silence—listen for truth.

4. Measure the Impact

Have them quantify what the problem costs them in time, money, or friction. Make the pain real, not theoretical.

5. Visualize Success

Get them to describe what changes if the problem is solved. Their vision, in their words, creates ownership.

6. Story of Proof

Share a quick win from someone with similar pain and impact. Make success feel normal and repeatable.

7. Map the Buy

Uncover how decisions actually get made. Identify steps, blockers, and your champion.

8. Lock the Next Step

Propose a clear next step and confirm alignment. No step = no deal.

THE GTM ENGINE