AgencyGod

FREE PLAYBOOK

THE DISCOVERY CALL QUESTION BANK

The Questions That Make Them Sell Themselves

Top closers talk **43%** of the call. You're probably talking **68%**. The skill was never pitching. It's asking the right questions and shutting up. Inside: a curated **11 to 14 question** bank, built into a 7-stage call arc that makes the prospect say your price out loud before you ever do.

7 Stages • **11-14 Core Questions** • The gap-selling flow that closes itself

A free playbook from **AgencyGod**
agencygod.com

$10K GTD
The $10,000 Guarantee
You get the result, or you get paid.

THE REAL REASON DEALS DIE

You're not losing on price. You're losing on discovery.

Reps blame price for about 70% of lost deals. Only about 30% are actually about price. The other deals died because the prospect never *felt* the cost of staying stuck. That feeling gets built on the discovery call, or it never gets built at all.

Gong studied 326,000 sales calls. Top performers talk **43 to 46%** and listen for the rest. Average reps talk about **68%**, and win rate drops past 65%. The person asking the questions is in control.

43%

Top closers' talk time. They ask, then they listen.

11-14

Questions on a winning call. More is not better.

~30%

Of losses are **actually** about price. The rest is discovery.

WHY MOST QUESTION LISTS ARE USELESS

They hand you 40 questions and call it a script. So you turn the call into an interrogation, the prospect goes flat, and you start pitching to fill the silence. **Won deals average 15 to 16 questions. Lost deals average 20-plus.** This bank is curated on purpose.

Ask the right 12 questions and the prospect closes themselves.

THE 7-STAGE CALL ARC AT A GLANCE

1	**Rapport**	Open warm, drop the pressure, earn the right to dig.
2	**Situation**	Map how they run things now. Keep it to 3 to 5.
3	**Problem**	Find where it breaks. Uncover 3 to 4 distinct problems.
4	**Implication + Cost**	Tie the break to revenue, then make them say the dollar number.
5	**Budget**	Qualify the money without ever asking "what's your budget?"
6	**Decision Process**	Surface the hidden decision-maker before they ghost you.
7	**Commitment**	Lock a real next step before the call ends.

1

RAPPORT · 1-2 MIN

Open Warm, Drop the Pressure

Earn the right to ask hard questions later. Keep this short. Then move.

How have things been going with [their area] lately?

Open-ended and low-stakes. Lets them set the tone and start talking before you start digging.

What made you take this call today, of all the things on your plate?

The single best opener. It surfaces the real trigger, the thing that pushed them to book. Write down their exact words.

Before we dig in, what would make the next 20 minutes worth it for you?

Sets the agenda as theirs, not yours. It also tells you what they're secretly hoping you'll fix.

2

SITUATION · MAX 3-5

Map How They Run Things Now

Get the lay of the land fast. Do not live here. Situation questions feel safe, so reps over-ask them.

Walk me through how you're handling [client acquisition] right now.

One open question replaces five closed ones. Let them narrate. Longer answers correlate with higher win rates.

Who owns this internally, and what tools are they using?

Tells you who you'll really be selling to, and whether there's a process to fix or build from scratch.

What's actually working that you'd want to keep?

Builds trust and stops you from trashing something they're proud of. It also baselines "good" so the gap stands out later.

What have you already tried to fix this, and what happened?

Saves you from pitching the thing that already failed, and shows them you're listening, not reading a script.

RULE OF THUMB. Spend **60 to 70% of the call** in stages 3 through 5, the problem and cost zone. Stages 1 and 2 are the warm-up, not the workout. If you're still asking situation questions ten minutes in, you're stalling.

3

PROBLEM

Find Where It Breaks

The best calls uncover 3 to 4 distinct problems. Don't stop at the first one. Keep pulling the thread.

"

Where does that break down? What part frustrates you most?

Two short prompts that invite a long story. The frustration word tells you where the emotion, and the budget, lives.

"

Walk me through the last time that happened. What did it actually look like?

Specific beats abstract. A real story makes the pain present and observable, not a vague "we struggle with leads."

"

When you say it's "inconsistent," what does a bad month look like next to a good one?

Forces a contrast. The gap between their best and worst month is the gap you'll get paid to close.

"

What else is getting in the way? Anything I haven't asked about?

The "what else" loop is how you find problem two, three, and four. Most reps quit after the first answer.

4

IMPLICATION

Connect the Break to the Business

A problem they've shrugged off for a year only moves once they trace it to revenue, time, or their own stress.

"

When that breaks, what's the downstream cost on revenue?

Pushes them from "annoying" to "expensive." Stay quiet after you ask. The math happens in the silence.

"

How much of your week disappears into managing this instead of growing?

Time is a cost they feel even when the revenue hit is fuzzy. Owners hate that their week vanishes.

"

Who else feels this? Your team, your clients, you on a Sunday night?

Spreads the pain past the spreadsheet. The Sunday-night version is the one that gets deals signed.

SPIN, GAP SELLING, NEPQ. If you've read the frameworks, you'll recognize this arc. Stages 3 and 4 are the implication questions that separate a diagnosis from a pitch. **Keep asking until they finish your sentence for you.**

THE COST OF INACTION

The three questions that make them say your price out loud first.

This is the hinge of the whole call. When a prospect calculates the cost of doing nothing *themselves*, the size of that number predicts how badly they want to buy and how little they'll flinch at price. Keenan calls it the gap. Ask these three, in order, then stop talking.

1. **"How much is this costing you right now, roughly, every month?"**
   Anchors the pain to a present-tense number. Whatever they say becomes the floor you build value against.

2. **"And if nothing changes, what's the cost of doing nothing for another 12 months?"**
   Multiplies the monthly number into a number that hurts. This is the question that creates urgency on its own.

3. **"If we solved this, what would that be worth to you?"**
   Flips the frame from cost to gain. Now they're the one putting a dollar figure on your solution.

WHY THIS WORKS WHEN "WHAT'S YOUR BUDGET" DOESN'T

The moment they say the number, the pricing objection is mostly gone. They told you the gap is $8K a month and $96K a year. Your $4K offer is now a discount on their own math, not an expense you're asking them to justify. **You never had to convince them. They convinced themselves.**

DON'T RESCUE THE SILENCE. After question 2, the prospect goes quiet and starts doing math. New reps panic and fill it with a feature. Let it sit. **That pause is the sound of the sale being made.**

5

BUDGET · ASKED LATE

Qualify the Money Without the Awkward

Never lead with "what's your budget?" It kills the vibe and trains them to lie low. Ask it conversationally, after they've felt the cost.

✗ VIBE-KILLER

"So, what's your budget for this?" *(They go guarded and lowball you to protect themselves.)*

✓ CONVERSATIONAL

"Have you set money aside for this, or would you need to build the business case internally?" *(Qualifies and surfaces the approval path in one move.)*

"When you've solved problems this size before, what kind of investment did that usually take?"

Gets a real number using their own history, with zero pressure. Frames spend as normal, not scary.

6

DECISION PROCESS · ANTI-GHOST

Find the Hidden Decision-Maker

68% of post-proposal ghosting on bigger deals traces to a decision-maker who was never in the room. Ask this on every call.

"Besides you, who else weighs in before this moves forward?"

The single most important anti-ghosting question. Surfaces the silent partner who kills deals from the shadows.

"Walk me through how a decision like this normally gets made on your end."

Maps the real path: who signs, what the timeline is, and what's blocked deals like this before.

7

COMMITMENT · LOCK IT

Close the Loop Before You Hang Up

A call that ends with "I'll send something over" is a call that ends in silence. Book the next step live.

"From what you've told me, this is a real problem worth fixing. Are you open to seeing exactly how we'd fix it?"

A soft yes that confirms intent before you invest time in a proposal they never asked for.

"Let's get the walkthrough on the calendar now. Does Thursday or Friday work better, with [decision-maker] on too?"

Booking live, with the real decision-maker, makes ghosting structurally harder. Never end on "I'll send it."

HOW THE ARC BUILDS URGENCY

The current state, the future state, and the gap they pay you to close.

A

Establish where they are now

Stages 2 and 3 paint the current state in their own words. Inconsistent leads, a vanishing week, a number they're embarrassed by.

"So today it's feast or famine, and a bad month costs you about $8K."

B

Make them name the future they want

The need-payoff question pulls the future state out of them. They describe the win, so it becomes their idea, not your pitch.

"If this were dialed in, we'd add maybe 6 clients a quarter."

C

Let them measure the gap

The cost-of-inaction questions force the math. The distance between A and B, in dollars, is the gap. The bigger the gap, the lower the price resistance.

"So we're talking close to $96K a year on the table."

D

Position yourself as the bridge

Now you don't pitch features. You offer to close a gap they already sized. Your price reads as a fraction of their own number.

"Closing that gap is exactly what we do. Want to see how?"

THE TRANSITION LINES INTO THE OFFER

Once the gap is on the table, you don't "switch to the pitch." You bridge. Use the exact words they gave you. Here are three lines that move from diagnosis to offer without breaking trust.

WHEN THE GAP IS CLEAR

"You just told me staying stuck costs you around **$96K a year**. Can I show you how we'd close that, and what it would take?"

WHEN THEY'RE NODDING BUT QUIET

"It sounds like the real cost isn't the spend, it's another **12 months** like the last one. Worth 15 minutes to see the fix?"

PRINT THIS. KEEP IT OPEN ON EVERY CALL.

Your whole call on one screen.

STAGE 1
Rapport
→ "What made you take this call today?"

STAGE 2
Situation
→ "Walk me through how you handle it now." *(Max 3–5.)*

STAGE 3
Problem
→ "Where does it break? What else?" *(Find 3–4.)*

STAGE 4
Implication
→ "What's the downstream cost on revenue?"

STAGE 4 · THE MONEY TRIO
Cost of Inaction
1. "What's this costing you a month?" 2. "And over the next 12 months?" 3. "If we solved it, what's that worth?" *Then go silent.*

STAGE 5
Budget
→ "Have you set money aside, or build a case?" *(Late, never first.)*

STAGE 6
Decision
→ "Who else weighs in before this moves forward?"

STAGE 7
Commitment
→ "Let's book the walkthrough now." *(Never "I'll send it.")*

THE RATIO
Talk < 45%
→ They talk, you listen. Ask, then shut up.

THE FIVE RULES THAT HOLD IT TOGETHER

1. **Curate, don't dump.** Aim for 11 to 14 real questions. Past 20, your win rate falls.
2. **Live in stages 3 to 5.** Spend 60 to 70% of the call in the problem and cost zone, not on situation trivia.
3. **Let them tell long stories.** Longer prospect answers correlate with higher win rates. Your job is the next question, not the next sentence.
4. **Make them say the number.** The cost of inaction is the anchor. When it comes out of their mouth, the price objection mostly disappears.
5. **Book the next step live.** A proposal you "send over" gets ghosted. A walkthrough on the calendar, with the decision-maker, gets closed.

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THE NEXT STEP

A GREAT CALL IS WASTED ON AN EMPTY CALENDAR

You can run the call. We'll fill it.

This bank fixes the call. It does nothing for the weeks your calendar sits empty. AgencyGod installs the **done-with-you machine that books qualified calls that show, close, and stay**, so you spend your time asking these questions, not chasing leads. We fix discovery and the proposal structure with you. You only win, so we only win when you do.

$10K GTD

The $10,000 Guarantee

We put $10,000 on the line. You get the result, or you get paid.

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Results shown are not typical and not guaranteed.