

DISCOVERY CALL CHEAT SHEET



<p>QUALIFY</p>	<p>REVIEW: Why are we here?</p> <ul style="list-style-type: none"> ▪Why do anything? (Pain) ▪Why Megan Killion? (Unique Value) ▪Why now? (Timeline) 	<p>ALIGN: Customer desire to solution</p> <ul style="list-style-type: none"> ▪Reiterate future state from qualifying ▪Confirm that's the desired outcome ▪Answer if Megan Killion can solve ▪If Megan Killion could <solve pain/create desired future state> would you be willing to (switch, sign, make a change) 	<p>CONFIRM: Budget & Value</p> <ul style="list-style-type: none"> ▪Would XYZ solution to your pain be worth 123 budget? ▪Is this a priority?
<p>QUANTIFY</p>	<p>IDENTIFY: Pain, Director-Level Objectives & Metrics</p> <ul style="list-style-type: none"> ▪What is the problem? ▪What is the desired outcome? ▪Who's job is it? ▪What's the worst case scenario? ▪Best case? ▪How are you measuring? 	<p>MAP: Value & Use-Cases</p> <ul style="list-style-type: none"> ▪We've done that before with XYZ company ▪I've seen <solution> worth really well for this ▪We could <plan> to solve for <pain> ▪If we <action> would that fix <problem> ▪If we could <objective> would that <drive value> 	<p>SPECIFY: Applications & Impacts</p> <ul style="list-style-type: none"> ▪Love level review of solution ▪Pave the way for solutions engineer ▪Our <solution> expert <name> can explain much better than myself, but it sounds like <solution> would help <value> to <objective>
<p>PRIORITIZE</p>	<p>IDENTIFY: Compelling Event</p> <ul style="list-style-type: none"> ▪Is there something upcoming driving this decision? ▪When is it due? ▪Are there other project this will impact? 	<p>UNCOVER: Additional Stakeholders & Process</p> <ul style="list-style-type: none"> ▪Who else is involved in this decision? ▪Are there other departments this impacts? ▪Will you make the decision alone or with others? ▪How will you make this decision? 	<p>SET: Next Steps</p> <ul style="list-style-type: none"> ▪Priority/Urgency - set next meeting ASAP with Solutions Engineer for Technical Needs Analysis. Less Priority/Urgency - ask the customer when a good time to do the technical needs analysis will be. ▪Sounds like we're a great fit - I'd love to introduce you to my solutions engineer, they'll explore your tech stack and the details of how we can <solve problem>