



After we understand where the customer is today and where they want to go tomorrow, we need a discovery roadmap to determine if there are any gaps in their plans or areas we can help.

Instructions

Under the column on the left, review and determine the correct objectives for your discover conversations.

Under the column on the right, create and add the most effective questions to help you uncover the truth and accomplish your discover objectives.

	Discover Objectives	Questions
Problem 	<ul style="list-style-type: none"> • Desired destination? • Barriers to accomplishing? • Impact and payoff for solving? 	 1 Create your top three <u>Problem</u> questions.
Perspective 	<ul style="list-style-type: none"> • How should the problem be fixed? • Who should fix it? • If an external solution is needed, what are the decision-making criteria? 	 2 Create your top three <u>Perspective</u> questions.
Priority 	<ul style="list-style-type: none"> • What is most critical/important? • Decision-making process • Players • Payoff 	 3 Create your top three <u>Priority</u> questions.

Sample Question | Who else will be involved in the decision-making process?