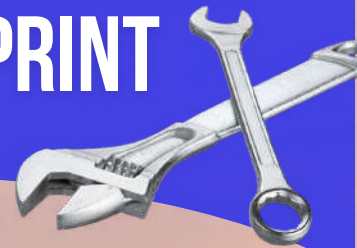


# THE ULTIMATE DISCOVERY CALL BLUEPRINT

*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

