



The Gong.io

DISCOVERY

Call Insights



We analyzed over **519,000 discovery call recordings** with AI and uncovered the following patterns and trends behind the most successful discovery calls.

11-14

Number of questions to ask

In the analysis of over 519,000 B2B sales call recordings, there was a crisp connection between the sheer number of questions asked on a discovery call and success. You have the greatest shot at nailing your discovery call when you ask between 11-14 (targeted) questions.

When you start asking more than that, your success rate drops to “average.”



Question Flow

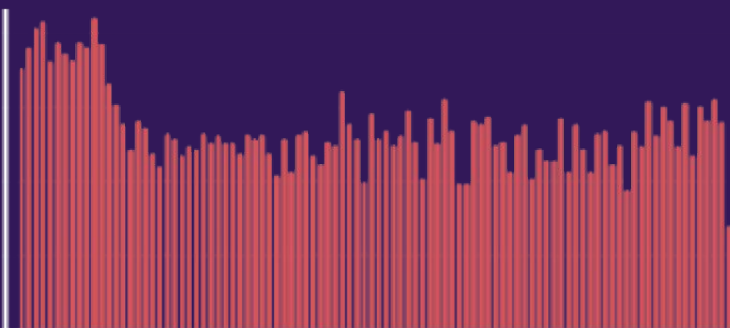
Top salespeople have more balanced sales conversations, check out how they spread their questions throughout the sales call compared to their peers:

Top Performers



Call Duration

Average Reps



Call Duration

You don't have to know the exact numbers to see the trend: Top sellers evenly spread their questions throughout the entire conversation in a balanced, natural way. Average reps "frontload" their questions at the beginning as if they're going through a sales call checklist.

3-4

Problems to Cover

The most successful salespeople tend to talk about rapport-related topics at the beginning of their calls, dive deeply into 3-4 customer problems, and then wrap up logistics and next steps at the end. Once you go beyond four problems, the deal starts to slip through your fingers and you're more likely to chalk it up as CL-Lost.



Talk/Listen Ratio



The talk-to-listen ratio of winning discovery calls is 46/54. The best calls are a natural, balanced, two-way conversation with your customer (rather than an interrogation).

3.2/min

Speaker Switches

The more times you “take turns” talking with your customer, the higher your likelihood of success. A high number of “speaker switches” per minute and your odds of getting a second meeting have a strong connection. The takeaway is that discovery calls should feel similar to a casual chat over coffee with a friend – not a “light-in-the-eyes” interrogation.





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