

THE ULTIMATE DISCOVERY CALL CHECKLIST

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

1. Questions to Ask

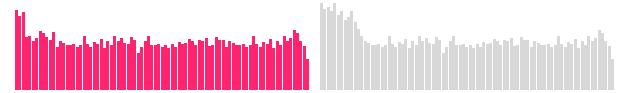
11-14

You have the greatest shot at nailing your discovery call when you ask **between 11-14** [targeted] questions.

2. Question Flow

Top performers

Average reps



Call duration

Don't "front-load" your questions at the beginning of the call. **Spread them out through the duration.** Make it a dialogue.

3. Talk/Listen Ratio

● 46% Talk ● 54% Listen



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).

4. Problems to Cover

3-4

Exploring **3-4 customer problems** correlates with the highest likelihood closing the deal.

5. Speaker Switches

3.2/min

A **high number** of speaker switches per minute and your odds of closing the deal have a strong connection.