

# Module Two:

## *Structuring for Profit*

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Discovery Call

## Developing Your Discovery Call

In session 3 we're going to be creating the structure for your sales calls. In this session we looked closely at your Core Product and in Worksheet: , exactly what your prospect will need to know about you in order to want to work with you.

Before the next session, take the time to map out what a discover call might be for your business. Ideally it will need to be:

- ✓ **Gives you the opportunity to learn what you need**
- ✓ **Perceived as a valuable use of your prospects time**
- ✓ **A diagnostic that leaves your prospect with something valuable**

Here are some questions to help:

- **What questions do you normally ask to determine whether you can help a client?**
- **What would be a valuable take-away (diagnostic) for your prospect?**
- **How can you package this to appear attractive?**
- **What are others in your industry offering? What do you like or dislike about it?**

### **Next Session:**

In the next session we'll be creating the sales script for your appointments and getting your ready to speak to prospects. You'll be able to test out these assumptions during this phase to create something compelling.