

# *How to Master Discovery to Win More Deals*

## with Chris Orlob

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### Lesson 1: The most important skill

Ten years ago, my success in sales felt a little... up to chance.

Some months I'd rake in the dough, other months it was back to canned beans for dinner. And I couldn't figure out why... until I cracked the code to discovery.

As a rookie AE, what I needed was a repeatable discovery system. A way to know exactly what to say to surface my prospects' needs.

So I embarked on a quest.

I read hundreds of sales books. You name it, I read it.

I analyzed over three thousand of my own discovery calls over the span of six years.

And what I learned changed everything.

I was the Director of Sales at Gong, and I'm now the founder and CEO of PClub.io.

The discovery framework I'm going to teach you is what I used to help grow Gong into a 7.2 billion dollar company.

It's what I used to build, lead, and train my sales org to a record-breaking number of President's Club winners.

My discovery methods have helped over 12,000 sellers reach their financial goals, and now it's your turn.

My name is Chris Orlob, and I'm going to teach you how to master discovery to win more deals.

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I'm gonna let you in on a secret: if you master every aspect of selling, you can have anything you want.

This is what my mentor told me when I was a twenty-something doe-eyed AE with forty dollars to my name.

Well I took that to heart, spent thousands of hours studying the art of selling, and now I'm sitting in this chair.

And I can tell you, that out of all the skills you can master as a seller, discovery is the most important one.

If you're new to sales, "discovery" is that initial conversation between you and a prospect, and your goal is to uncover their underlying problem, and the cause of that problem, so that you can help solve it.

The most crucial part of discovery is the first 10 minutes, which is what I'm going to help you master today in this course. Nail the first 10 minutes, and you stand a good chance of winning the deal. Flub it, and you're not even in consideration.

You've heard the phrase — "you only get one chance at a first impression". Sales is the same way. If you can uncover what your prospect really cares about... BEFORE giving your pitch, you'll set yourself up for success — because sales is not about your product. It's about their problem, and the process of uncovering it. A problem well defined is ninety percent solved, and discovery helps you do that.

Now, why is discovery the most important skill you can develop in sales?

Because discovery influences every. single. part. of your sales process going forward.

It influences how you run your demo calls, who you loop in throughout the process, how you structure your proof of concept and your business case, and then finally how you negotiate — the positioning you're going to take and your ability to defend pricing.

So, yeah — discovery matters. Big time.

The funny thing about discovery, though, is that it's both the most popular and least understood topic in sales. Most SaaS salespeople think they're nailing it, but if you ask their bosses? Eight out of ten would disagree.

For example... here are a few discovery questions you might be using on calls that you think are effective, but are actually making your buyers throw up in their mouths. This might sting a little, so grab some ice.

- "What keeps you up at night?"
- "How does this impact you personally?"
- "You're having trouble with [blank]? Well our tool helps you solve that."

I cringe when I hear these. I cringe because I've been there! So here's what I'm going to teach you in this course:

- I'm going to teach you how to prep for your discovery calls in a way that puts your competitors to shame.
- Then, I'll teach you how to set the rules of engagement by managing your buyer's expectations for the meeting
- In lesson four and five, I'll teach you the difference between handling inbound and outbound leads — because failing to do so will make or break your discovery.
- And then finally, I'll teach you the most important concept in this course: how to uncover the need behind the need — peeling back the surface-level layers of what your prospect says to reveal their deeper, underlying challenge.

By the end of this course, you'll be equipped with discovery skills that will help you close more deals and build the life you've dreamed of.

That's my goal because... once upon a time I had no intention of being a professional seller, and every intention of being a professional drummer.

I spent six years practicing for hours every day — it was my life... until I got tendinitis in three of my limbs and was told by my doctor I had to give it up.

To say this depressed me is an understatement. I didn't know what I was going to do, but I knew I wanted to be successful. I confided in a friend (who to this day has never sold a thing in his life) and he said "If you want to make good money then you should commit to getting very good at selling."

And that's what I did. It changed my life, my family's life, and now I'm passionate about changing yours.

So if you're frustrated with deals falling through the cracks; if you're stressed about hitting your quota; if you're surprised how hard it is to get buyers to listen during discovery calls... you're in the right place.

I'll help you transform your sales success from chance... to controlled. From inconsistent... to unstoppable. Starting with what to do in the ten minutes before your discovery calls. Let's dive in.

## Lesson 2: Prepping like a pro

Back in my early days as an AE, I was on a discovery call with a CRO and his director of operations.

Being the overly confident young man that I was, I did nothing to prepare for this call. So naturally, I asked the CRO a couple generic, open-ended questions.... and he kept giving me curt responses. I didn't even make it through my third question when the CRO said "I don't have time for a generic call", and he just... left. Exited the meeting room.

No amount of therapy could undo the trauma I felt at this moment.

Let's talk about how you can prepare for discovery calls, so you never make the same trauma-inducing mistakes I did.

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Trust is the foundation of sales, and building that trust starts with the research you do before a single word is exchanged.

Lucky for you, most sellers (including your competitors) just do this: They check the company website and the prospect's LinkedIn. Big deal.

But you're not going to do what most other sellers do. You're going to do this instead: You're going to go five layers deeper. You're going to investigate: What is the company's business model? How do they make money? What are the threats to the company, and the opportunities?

Maybe you don't know this in much detail, but you should at least investigate and see if you can develop a point of view.

If you come into calls having done research, you communicate instant credibility. You show your buyer (who honestly is used to hearing a lot of bullcrap) that you genuinely know your stuff and are there to problem solve — not just push a product.

Now, if you're anything like how I used to be, you can have all this knowledge in your head... but then once you're actually ON the call, nerves hit and you draw a blank. (That's okay, even the best sellers in the world have been there).

Here's how you can prevent that from happening. You can use what I call **context-led questions**. These are questions preceded by an observation or insight (usually based on your pre-call research) that give context as to why you're asking the question.

In simpler terms: give context first, then ask your question.

Here's why that matters: discovery questions often feel like shots in the dark to your buyers. But when you preface them with even just a dash of insight, your buyer feels like you "get it" — and that's how trust is built.

There are three key areas I'd suggest pulling your insights from: your buyer's company, the industry in which they operate, and external factors impacting their business.

You can use information pulled from any of these three areas to prep a few context-led questions prior to your discovery calls.

Here's an example of what this can look like in the real world, pulling insight from a buyer's company:

*"Jack, if it's okay with you, I'd love to start by talking about something I read on your company's recent press release. It mentioned your company is entering the precision manufacturing category and plans on competing in that space going forward. Do you mind if we start by talking about what factors drove the decision to enter that market?"*

Sharing an observation before your question gets your buyer far more engaged and likely to have a productive conversation than if you were to just start with "So what drove you into the precision manufacturing space?"

Here's another example, this time pulling insight from external factors impacting their business:

*"Jill, maybe we can start here? You're head of sales for a hiring software company. The elephant in the room, as far as I can tell, is your market is hiring significantly less than they were a year ago. How are you handling that and what kind of changes are you considering making to your sales approach?"*

Again, we're leading with a point of view that gets our buyer to open up and expand on the insight we just shared, giving us valuable information in the process.

Now, your context-led questions won't always hit the mark, right? Like any skill, they take practice. Well, after 10 years in the game, here are three tips I'd recommend when preparing context-led questions .

First, keep them relevant to your problem area.

I'm stating the obvious here, but if you're not asking something that ties back to a problem you solve, then you're just giving away free consulting (Which, hey... power to ya. But you're not making a sale that way...).

Second, gain permission.

Notice how in the examples I shared, I asked permission to shift the conversation's focus — something to the effect of "If it's okay with you, I'd like to start here". This is a great way to grease the wheels, so to speak, and get buy-in on conversations.

Finally, don't get tunnel vision.

It can be easy to hyper focus on one point, not realizing your buyer has other priorities. So do a pulse check every now and then with a question like "Is this THE thing we should be talking about, or is there something else on your mind?" This simple question can keep you aligned and prevent tunnel vision syndrome.

There's still a lot more I could teach you about prepping for calls, including the three most common mistakes I see sellers make on discovery calls. If you're curious what those are, I encourage you to head over to [Apollo's YouTube channel](#) and watch what I have to say on this topic there.

I want to end this lesson by proposing a challenge. I want you to choose an upcoming discovery call, then plan and write down a context-led question you'd like to use.

But that's not all. After the call, I want you to reflect and self assess. How did it go? Did it seem like you were on or off base? How can you improve for next time? Document what you learn — you can use the [worksheet](#) provided in the resources section of this course.

So now you know how to prep for your calls. But what do you say in those crucial first few minutes of an actual discovery call? We'll cover that, next...

## Lesson 3: Setting the rules of engagement

What you do in the first five minutes of a discovery call can make or break the entire conversation. No pressure.

Luckily, there are things you can do to dramatically reduce your odds of the call going poorly. This is where setting the rules of engagement comes in.

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Picture this.

You're waiting at the doctor's office — sitting on crinkly exam paper, wearing that paper-thin gown that does absolutely nothing for your self-esteem.

Suddenly, the doctor bursts in with a quick “hey how are ya?”, then dives right into an exam. No discussion about what's about to happen, no expectations set — just a flurry of pokes and prods that make you wish you never showed up.

This is how a discovery call can feel for buyers when you don't lay the proper groundwork: awkward, invasive, maybe even offensive!

You've got to earn the right to dig into your buyers' challenges by first setting what I call the rules of engagement.

Setting the “rules of engagement” simply means creating a clear, mutual understanding between you and the buyer regarding how the rest of the call will proceed.

While doing this doesn't guarantee success, it certainly helps. It helps keep your conversations on track — if say, your buyer comes at you with “just show me the product!” or gets annoyed with all your questions; it eliminates buyer friction by establishing a clear framework for the call; and it helps you get to their true pain, faster, by paving the way for a productive conversation.

So what does setting the rules of engagement look like? It looks like managing expectations and getting alignment from your buyer on three things: the objective, the agenda, and the next decision.

- Getting alignment on the objective means establishing the outcome you and your buyer are trying to achieve by the end of the call.
- Alignment on the agenda means establishing the line items that will be discussed, in service of the objective.
- And then alignment on the ‘next decision’ means establishing what decision you both agree will be made at the end of the call.

Now, this is all fine and dandy, but how do you do this? How do you translate the rules of engagement into a real-life call with actual humans??

Here's what the first five minutes of your discovery calls should look like:

First: spend the first minute or so on some basic small talk. This is not rocket science — you don't need to channel your inner-comedian or debate the finer points of philosophy here. But talk about something. I've seen one too many salespeople jump right into business, which can feel jarring for your buyer.

So engage in small talk. Then, once you sense it's time to switch gears, transition with something to the effect of “Mind if we talk about the agenda?”

Now we get into the rules of engagement. The key to success here is to make your buyer feel like they're in control of the conversation. We want to give them a sense of autonomy over the rules of engagement.

You'll do this by using what I call softening statements, which sound like this: "Here's what I'm thinking. Let me know if you have a different agenda."

This helps your buyer feel like they have veto power over your suggestions, and gives them the sense of control in the conversation, even though you're the one driving it.

Alright. Now you go into explaining how you're thinking about the call. And that looks like this:

For the objective: "The outcome I recommend we shoot for is..." blank.

For the agenda: "To get there, here's what I have in mind..."

And for the next decision: "By the end, I'd like to put you in a position where you can decide..." blank.

Keep in mind that the "next decision" is NOT a buying decision, but rather a concrete decision that will either move the deal forward or stop it in its tracks... such as scheduling a next step or parting ways. Setting this expectation at the beginning of the call will give you something to reference at the end when you're trying to solidify next steps.

Now finally, you're going to end this talk track with saying "Does that feel fair?"

This is a powerful phrase. Again, it gets the buyer feeling like they're in control, but also gets them to most likely agree with the agenda you proposed (assuming you put some thought into it).

So there you have it. I've given you the blueprint for the first five minutes of your discovery calls. Now I want you to put it all into practice. I want you to plan and write down your rules of engagement for an upcoming call, then reflect and assess what can be improved for next time. To do this, you can use the [talk track](#) and the [worksheet](#) provided in the resources section of this course.

Otherwise, let's dive into the heart of discovery — asking the right questions to uncover your buyer's true challenges. See you in the next lesson.

## Lesson 4: The go-back-in-time technique

Ever find yourself in one of these two scenarios?

The first is you're on a discovery call with a prospect SO eager to talk about solutions, they have no interest in answering your questions about their core problem.

The second scenario is your classic "cold" buyer who's so reluctant to open up that doing discovery with them feels like trying to pull teeth.

Two very different scenarios, but here's the twist — they both stem from the same problem.

In the next two lessons, I'll teach you how to craft discovery questions that tackle both scenarios head-on and steer your conversations where they need to go. Let's dive in.

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The first thing you should know about kickstarting discovery is that most buyers come from one of two psychological places.

The first are our “eager beavers” — buyers who are actively exploring. They’ve often come inbound to you, are probably looking at competitors, and they mostly want to talk solutions... not the underlying problem that started it all.

The second are our cats in the bath — buyers with latent pain. You’ve gone outbound to them, so they’re reluctant to do discovery with you... and finding a solution to a problem they haven’t crystallized yet isn’t a huge priority.

In lesson one, I told you that the goal of discovery is to uncover your buyers’ underlying problem or true pain. But in both the scenarios I just presented, your buyer is making that difficult. So what do you do?

Well, in both scenarios, this friction usually happens for the same reason. And that reason is that your discovery is not aligned with where your buyer is in the “buyer’s journey”.

Here’s what I mean.

If you’re talking to an actively exploring inbound lead who’s currently defining, evaluating, or deciding on a solution and you say “Tell me about your key challenges”, well... they’re already past that. They’ll get irritated because you’re treating them as if they’re in the first half of the buyer’s journey, when they’re more interested in talking about the second.

The key to discovery is to ask questions that meet your prospect *exactly* where they are on the buyer’s journey. I’ll show you how to do that. Let’s keep talking about inbound leads for now, and we’ll cover outbound leads in the next lesson.

Since inbound leads, or our actively exploring leads, are typically interested in talking about solutions, you’re going to use something I call the **go-back-in-time technique**.

The go-back-in-time technique means you start by asking a couple questions that align with your buyer’s desire to talk about solutions. THEN, you’ll ask for their permission to “go back in time” and talk about the original pain that set this all in motion.

When this is done tactfully, this demonstrates to your buyer that you understand their desires — and they’re going to be a lot more willing to have a productive conversation with you. When you don’t do this, that’s when you cause friction.

So what does a go-back-in-time question look and sound like?

Here’s the exact talk track you should use. You can modify this talk track if you’d like, but I’ve found it actually works pretty well across a wide range of categories and markets.

So after you’ve established your rules of engagement, and you’ve identified your lead as ‘actively exploring’, one of the first questions you can ask is:

*“Tell me about what motivated you to look into [your solution category]...”*

This question meets your inbound lead where they are in the buyer's journey. But one question isn't enough, right? You'll probably still kill the vibe if you dive into the past at this point.

So after you've had a little back-and-forth about the first question, you can then ask a second question that piggybacks off the first:

*"What are you aiming to accomplish with something like this?"*

You could even ask "What are you looking for in a solution like this?" Either way, you're asking another question that warms them up to you and builds trust.

Now (and only now) that we've done that, can you whip out the time machine and ask about pain from the past. And you'll do it like this:

*"Interesting. Can I go back in time with you for a sec? What was the original challenge going on in the business that caused you to prioritize looking for a solution like this?"*

Notice something I did here — I asked for their permission. This is something you should get in the habit of doing throughout your sales career. I call these phrases permission points.

Remember what we talked about in lesson three. The more you ask leads for buy-in and give them the feeling of control, the more they'll open up to you and be receptive to what you have to say.

Okay. We just covered how to meet your inbound leads where they are in the buyer's journey, then how to tactfully pivot the conversation to talk about their underlying pain.

Time to try it on your own.

I want you to choose an upcoming discovery call, then plan and write three 'go back in time' questions that follow the script I've provided. Then, as always, I want you to self assess and make note of what did or didn't go well, and why. You can use the [worksheet](#) provided with this course to help keep track of your notes.

Otherwise, let's shift gears. How do we handle leads with latent pain? The ones who aren't actively searching for solutions just yet, and aren't exactly thrilled to hear from you? We'll talk about them, next.

## Lesson 5: The discovery prompter

"It feels like you're peering into my soul" — This is what a VP of Sales from a major company once said to me on a discovery call.

What's so striking about this statement is that, just moments earlier, this VP was — like many outbound leads — very irritable and ready to write me off. But something I said instantly changed his mood. This man literally let out a sigh of relief then unloaded all his business challenges on me for ten minutes — every seller's dream!

So.. what was it I said? I used a technique I call the discovery prompter...

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Before we dive into the ins and outs of the discovery prompter, let's quickly review who we're talking about here.

In the last lesson, we learned about inbound leads who are actively exploring solutions. Now we're talking about outbound leads — buyers with latent pain. They're experiencing challenges or inefficiencies but aren't fully aware of them or don't see the need for a solution yet. So they often drag their feet, expecting you to push a product they don't think they need.

These leads are at the beginning of the buyer's journey, so you'll need to align your discovery accordingly. Just imagine being in their shoes and getting hit with, "So what motivated you to look into this solution?". They're gonna get irritated and go from cold to freezing fast.

Our goal with outbound leads is to thaw them out, so to speak, with the least amount of friction as possible. And there are a couple different ways we can do that.

The first should sound familiar — it's our context-led-questions, aka questions preceded by an observation or insight (usually based on pre-call research) that give context as to why you're asking the question. I'll let you rewatch lesson two if you need a refresher, but context-led questions work great for thawing out cold leads because they build your credibility and set the stage for a productive conversation.

The second technique you can use to warm up outbound leads is what I call **the discovery prompter**.

The discovery prompter is something you can use at the beginning of your discovery call right after you've set the rules of engagement. And it starts with you telling a short, pain-based narrative your buyer can see themselves in, then 'passing the torch' back to your buyer.

Now, this is going to require some storytelling skills. You want to tell a story in a way that makes your buyer go "hey, that's exactly what I struggle with too!" When done right, this technique should open the floodgates for your buyers to start talking about their challenges.

If you're NOT a storyteller by nature, don't fret. I've already done half the work for you. Based on my experience, here's what the structure of your discovery prompter should look like:

*"One of the customers we worked with was dealing with..." (insert pain statement)*

*"Before working with us, they were struggling with..." (expand on the customer's pain)*

*"In fact, it was such a struggle that..." (describe negative ramifications)*

*"The short story is we helped them..." (achieve desired future state)*

And then you end by passing the torch.

*"But enough about our customers... tell me about the key challenges YOU are facing when it comes to..." (your area).*

At this point — as long as you've done your job telling a story that resonates — your buyer will start giving you a wealth of information about the challenges they're facing.

Here's something worth noting. I want you to sear this into your seller's brain — one of the quickest and most effective ways to earn a buyer's trust is to articulate their problem better than they can themselves, and the discovery prompter helps you do that.

Let's look at an example. Let's say you're talking to a healthcare organization that's struggling with patient retention. You might say something like...

*"I personally worked with a hospital system similar to yours that was facing challenges in keeping patients engaged with follow-up care after discharge."*

*"Before working with us, their patient retention rates for post-treatment care had dropped significantly, causing readmissions to spike."*

*"It was becoming such a problem that patient satisfaction scores were plummeting, and administrative costs for follow-up care were rising fast."*

*"The short story is we helped them implement a more streamlined follow-up process that not only increased retention but reduced readmission rates by 30%."*

(Now the hand off.)

*"But enough about our customers... tell me about the key challenges YOU are facing when it comes to patient care that would become problematic if left unresolved in the next 6-12 months..."*

Notice something I did there at the end. I said "...if you didn't solve them 6-12 months out." This phrase works wonders in getting people to zero in on their most urgent problems.

Also, keep in mind that this example is probably a shortened version of a story I would actually tell. In reality, you'll probably expand on some points and weave in elements to make the story more engaging and relatable. Don't be afraid to talk for a few minutes, probably four or five minutes max. As long as you follow the basic discovery prompter structure, you should strike a chord.

Don't get too discouraged when the discovery prompter doesn't go amazingly well the first few times you use it. Even the best sellers in the world don't get these things right immediately. The key is to practice, practice, practice. I promise it'll get easier as you go.

Speaking of practice... let's get into your sales mastery challenge.

I want you to choose an upcoming discovery call you have with a cold lead and choose a customer story you think will resonate with them. Follow the discovery prompter framework, write it down, then practice it out loud at least three times before your call. Then try it live, and self-assess. And of course, you can use the [worksheet](#) provided in the resources section below.

In the meantime, let's move on to the MOST important lesson you can watch in this course: uncovering the need behind the need. See you there.

## Lesson 6: Uncovering the need behind the need

I once had an enterprise SaaS seller say to me after losing a deal, “Chris, I don’t get it. I got all the executives to agree I could save them a million dollars — 10x return — and they STILL said ‘Talk to us in six months’. What gives?!”

This seller was baffled. And maybe you’ve been there before too.

The reason he lost the deal — and why you might be losing deals you shouldn’t — is what I’m going to teach you in this lesson. It’s all about “uncovering the need behind the need”...

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I would argue that what I’m about to teach you is the most important key to cracking the discovery code.

Until you master this concept, sales can feel like a coin toss — one moment you land a win, and the next you lose a deal you thought was a slam dunk. What works for one buyer doesn’t work for another, and it all feels a bit unpredictable and up to chance.

But what if I told you it doesn’t have to be that way. There’s a way to better predict outcomes and take control of the process.

That’s where uncovering the need behind the need comes in.

Decision-makers live in time and attention poverty. Only the most pressing, business-critical problems will get their attention... and cash.

So any time you’re having a discovery conversation with a potential buyer, imagine they throw an onion at you, and your job is to peel back the layers of the onion until you get to the core of the problem... aka the business pain that money follows... aka the need behind the need.

Where most sellers go wrong in their discovery is they stop at the first sign of pain — usually a surface-level issue. And guess what? Surface-level problems only get you surface-level deals... or no deals at all!

Now, a common question I get asked at this point is, “How do I know when I’ve uncovered the core — THE business problem?”

There are two attributes to look for:

First is it should be a problem you can actually solve. No duh, right? You may uncover a high-priority problem, but it doesn’t matter much if you can’t solve it.

And the second is that it should be top priority with decision makers. If they don’t agree that the problem you’ve uncovered is a fire worth putting out, you’re not getting a deal.

So when uncovering the need behind the need, make sure it’s a problem you can actually solve AND that it’s a top priority with the right people.

To do that, it's going to require a concerted effort on your part. Because like I said, buyers are prone to giving surface-level answers at the start of discovery sessions. Fortunately, there's a tool you can use to peel back those layers. It's a tool my seven-year-old daughter is familiar with — it's asking the question "why". But unlike my daughter, we're going to ask "why" without literally asking "why". We're going to ask some variation of the following question:

*"What challenge is going on in your business that's driving that to be a priority?"*

This is when you'll find that buyers either chuckle or sigh, because they're thinking of the core issue that's going on in the business.

Let's take a look at an example of what this can look like. This is a real discovery call I had with one of my reps at Gong.

We were talking to a sales enablement manager and the SVP of Sales and Services, and I asked "What motivated you to look into Gong?"

The sales enablement manager answered with "We need visibility into our sales conversations."

Alright, fine. But how much money do you think someone would spend to solve the problem of "visibility" alone? Not much, right? That's a surface-level issue.

So, we peeled back the onion and asked "What's driving you to crave visibility into your sales conversations?" and he said "Well, our reps are struggling to sell to power, so we need to coach them up on that."

I then asked, "What's driving that desire to coach?"

He said, "As a result of poor power selling skills, our sales cycle is nine months but we think it should be six."

Bingo. Now we're really starting to get somewhere. But we're still not deep enough.

I asked "I'm sure there's a lot of opportunities in your business right now, but you've chosen to focus here. What's going on that's driving you to focus resources on this sales cycle issue?"

At this point, the SVP jumps in, which is a really good sign, and she says "Well, a nine-month sales cycle means we have an eleven-month cash cycle. That puts our cash position at risk, especially when you forecast two years out. If we don't reduce our cash cycle, we'll need to raise more capital and it will be highly dilutive."

Ding, ding, ding! We've just uncovered a massive pain: a potential cash crisis that could cost the company millions. That's a problem worth spending money on, but we wouldn't have known that if we didn't keep peeling the onion. This is why we keep asking "why". And in this example, how did we know we hit THE business problem? One, because Gong can certainly help solve this problem by decreasing the sales cycle. And two, because it's a top priority with a decision maker — the SVP of Sales and Services.

This leads me to my final point: you'll know you've peeled the onion deep enough when the issues you're discussing involve a suffering metric that your decision maker owns. If you're talking to a VP of sales, for example, that might be 'closed rates'. If you're selling to a Chief Marketing Officer, it might be 'rate of pipeline generation'. Keep an ear out for whatever that metric is that's suffering and owned by a decision maker, and you'll know you've hit the core.

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Now... we've covered a LOT in this course. And there's a LOT more I could teach you. If you're interested in learning where to take your discovery calls from here, visit [PClub.io](https://PClub.io), where I cover this topic and others in more depth.

Remember — this is all going to take practice... maybe a LOT of practice! But the results are worth it. I've taught over 12,000 sellers how to earn an extra \$50 to \$100k in annual income, and YOU are next on the list. Your success isn't years away, it's skills away.

I'm Chris Orlob, thank you for watching my course, and I wish you the best of luck on your discovery journey.