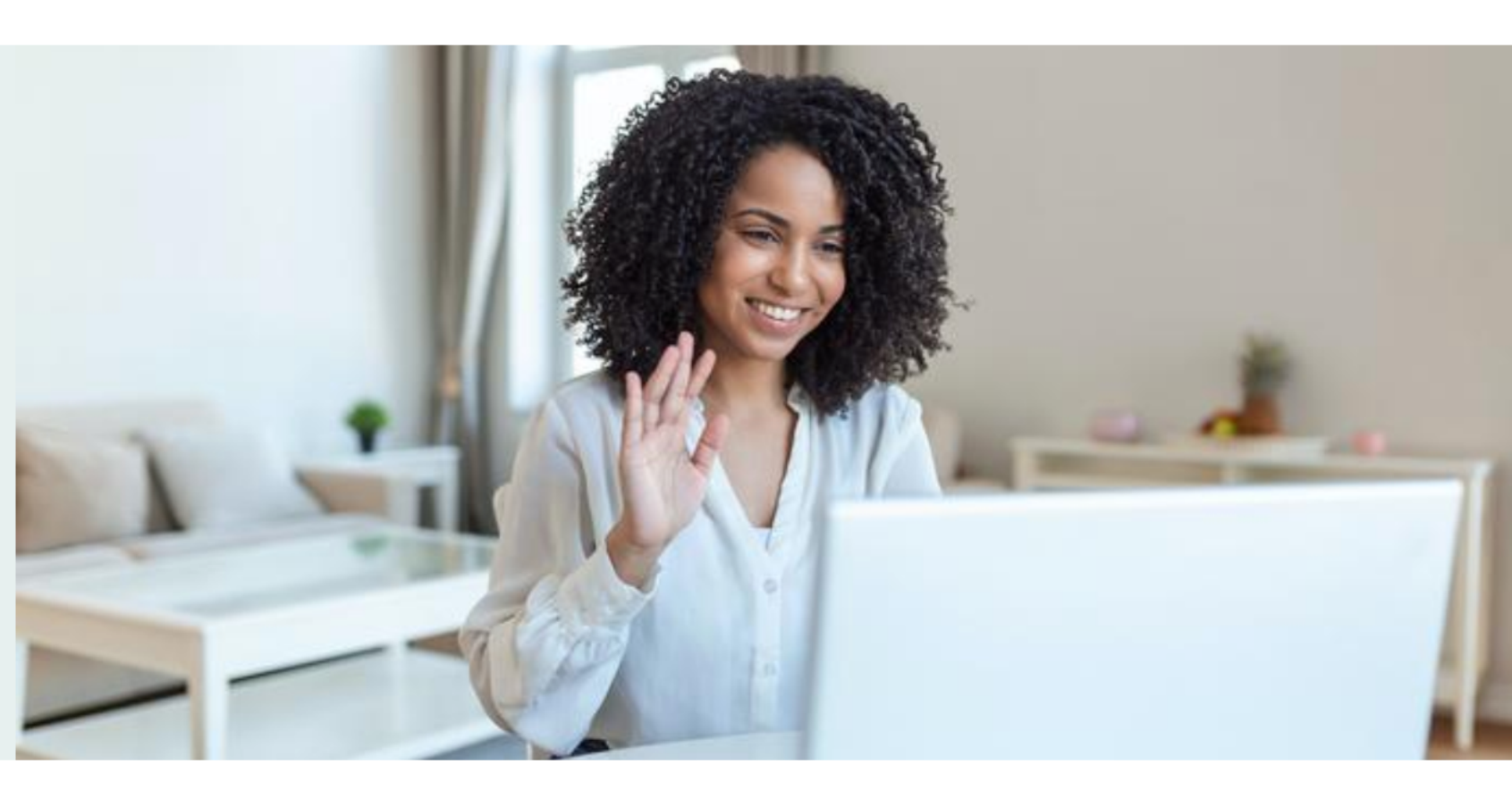


Discovery Sales Play

Welcome to the Discovery Sales Play, your ultimate resource for mastering the art of conducting impactful discovery calls. We'll guide you through what to know, say, show, and do to excel in sales discovery, helping you uncover customer needs and build meaningful connections.

[Motus Sales Playbook](#)



The information within the sales play should be used in conjunction with your knowledge and usage of the MEDDPIC methodology. Utilize different segments of this guide to conduct an impactful and sales-driven discovery call. **Roleplaying, asking the right questions, and implicating pain will be key factors in having an impactful call!**



WHAT TO KNOW

DISCOVERY SALES PLAY

Let's go into detail about each component that you need to know before going into a discovery call.

1. PRE-CALL PLANNING

Prepare yourself with **Metrics** and information about the client **BEFORE** the call. Find their employee count, current provider, and interests in LinkedIn and Zoominfo to showcase how we can help. Identify referenceable companies within Salesforce and case studies in Highspot that would be relevant to their current pain.

Take the time to fill out the pre-call planning document in the fillable PDF or Excel options below! **ACCURATE** and **RELEVANT** information will be key in being prepared for the meeting.

The more you know, the more comfortable you'll be on the call.
Getting the right information is going to lead to a confident call.

If you got this lead from a BDR, you should have received some of this information already.

Sales Nav

ZoomInfo

Salesforce

Case Studies

Motus Call Plan/Pre-Call Fillable PPT

Download or make a copy of this fillable powerpoint that details the information you should collect BEFORE jumping on a discovery call!

Motus Pre-Call Fillable Document

Download or make a copy of this fillable excel file that details the information you should collect BEFORE jumping on a discovery call!

Research Sources

Not enough context to generate a description.

2. QUALIFYING IN/OUT

Do you know what a client needs to qualify IN your program? Do you know when to qualify OUT? The qualification framework of MEDDPIC allows efficiency with your time and accurate forecasting.

"If in doubt, qualify out. Nobody ever regrets qualifying out."
-Andy Whyte | Founder of MEDDICC LTD

Symptoms of Poor Qualification

- You find yourself 'just checking in...'
- Don't have access to influential people
- Get de-prioritized because the value isn't seen
- Competition is always on the front
- The customer doesn't feel pain
- No Champion

If you Qualify OUT...

- The customer will agree with you **OR**
- The customer talks you into staying in the deal

"Hey, Mr./Mrs. Customer, I reflected upon our engagement so far, and it feels a little to me like this isn't a priority for you right now...what do you think?"

There is **no downside** to asking this question when you feel you may be pursuing a deal that isn't qualified. Closing it with an open-ended question means you are more likely to get deeper context to help your decision.

Qualifying Questions

Download or make a copy of this fillable excel file that details the information you should collect BEFORE jumping on a discovery call!

Meddpic Questions (Motus Sales 9.13.22)

Download or make a copy of this fillable excel file that details the information you should collect BEFORE jumping on a discovery call!

Powerful Questions Template

Draft your own powerful questions to use in your conversation.

Powerful Questions Examples

Explore examples of powerful questions to gain inspiration.

3. HOW TO PITCH MOTUS

Even with asking the right questions and qualifying, you must know how to showcase your specific company.

- What makes Motus different?
- Why should they choose us over another company? Beyond FAVR?
- What are our differentiators?

If you aren't sure about the answer, **learn about Motus below and emphasize how we solve their problems!**

"Motus is very easy to navigate, tracks mileage with accuracy, offers time savings, and allows us to no longer track mileage manually."
- Business Professional, Large Enterprise Beverage Company

Vehicle Reimbursement

Drive Safe

Fleet Solutions

Environmental Impact

Motus Perks

Motus - Who We Are

Motus is the most accurate vehicle management and reimbursement platform available, serving numerous industries, including yours. Find out a little more about us and what we can offer your company in this one pager.

Motus Sales Deck | Discovery Call - Who is Motus & What We Know

Detailed slides about who Motus is, our credentials, and showcase what we know about the client. Make a copy of this presentation, make your edits, and present to your client!

Attract and Retain Teams While Reducing Risks for Motus, LLC.

Pricing technology with the right vehicle program can provide great benefits for Motus, LLC's HR and Finance decision makers and your employees who drive for business or manage your vehicle program

Inflation & Recession-Proof Your Vehicle Program

Proactively protect your bottom line by building a competitive, non-taxable vehicle program.

WHAT TO SAY

DISCOVERY SALES PLAY

Let's talk about what to say within the discovery call and what to focus the conversation on.

Discovery Structure

The discovery structure should be the introduction to the call that builds expectations and outcomes.

- Building Rapport/Active Listening
- Time, Agenda, & Outcome (TAO)
- Qualifying Opportunity
- Introductions

Phrasing Questions

The phrasing of how you ask questions will determine the type of answers you receive. Open-ended, example-driven, and inclusive of the 3 I's of pain will be ideal for discovery.

- Start questions with What, Who, How, Why...
- "In my experience with companies your size..."
- Identify, Indicate, and Implicate Pain

Reiterating & Offering Insights

After asking questions, reiterate the information you received to verify and implicate the pain. **ONLY THEN** should you provide offering insights about how you can help.

- "From our conversation, my understanding is..."
- "What if I told you..."
- "Would it make sense to..."

Follow along within this [blog from Hubspot](#) that outlines the importance of the Discovery Structure.

Check out this [Gong Challenger Question PDF](#) that gives detailed insights into reframing questions for Discovery.

For additional info, look at this [MEDDPIC Implicating Pain segment](#) of their site!

Discovery Structure Example

Phrasing Questions Example

Reiterating & Offering Insights Example

What to Say Scripts

Written out script of examples provided above!

Important Note

We **DO NOT** partner with the IRS, write the tax code for FAVR, or set the rate per mile.
WE ARE TRUSTED ADVISORS to the IRS that provide driver data for the IRS to write tax codes.

WHAT TO SHOW

DISCOVERY SALES PLAY

Use the following resources to showcase information in the discovery call!

Motus Sales Deck | Discovery Call - Who is Motus & What We Know ONLY

PowerPoint | Updated about a month ago | 8 pages

Detailed slides about who Motus is, our credentials, and showcase what we know about the client. Make a copy of this presentation, make your edits, and present to your client!

Motus - Who We Are

Web Link | Created a year ago

Motus is the most accurate vehicle management and reimbursement platform available, serving numerous industries, including yours. Find out a little more about us and what we can offer your company in this one pager.

Reminder

A discovery call should **NOT** be a presentation. The call is to gather information, implicate pain, and provide next steps.

Pitch Templates

AFTER the discovery call, follow up with the below pitch templates to move them to next steps!

New Logo Follow-Up Fleet

Message Template | Created 4 months ago

This template is to be used following a discovery call with a prospect that utilizes fleet.

New Logo Follow-Up Allowance

Message Template | Created 4 months ago

This message can be used as a follow-up email for an allowance using prospect.

New Logo Follow-Up CPM

Message Template | Created 4 months ago

This template is a resource to send prospects as follow-up to a discovery call.

WHAT TO DO

DISCOVERY SALES PLAY

Putting everything we've showcased together, here are a few real-life examples of discovery calls!

Introduction Examples

Listen to how the individual builds credibility and invites others to introduce themselves.

Introduction Example #1

1x

Introduction Example #2

1x

Agenda Examples

Listen to how the individual sets the timeframe, agenda, and outcome of the call for next steps.

Agenda Example #1

1x

Agenda Example #2

1x

Motus Value Examples

Listen to how the individual sets up Motus as an industry leader and our differentiators.

Motus Value Prop Example #1

1x