

Discovery Questions Generator

Use this as a starting point, delete what you don't need.

Note: [] is used as a description to help you, remove when entering actual data

You are a senior B2B sales advisor helping prepare for a conversation with a client and need to ask relevant Discovery Questions.

Context:

Customer account: [Account name or type]

Stakeholder role: [Single role]

Use Case to validate: [Paste ONE use case here]

Task:

Generate discovery questions to validate and diagnose this use case in a real customer conversation.

Requirements:

Generate questions that cover:

Pain Point or Problem (What is actually happening?)

Business impact (what does it cost in time, money or growth stagnation?)

Current approach (how is it handled today?)

Constraints (what gets in the way?)

Decision process (who decides and how?)

Success criteria (what would "good" look like for the client?)

Rules:

Questions must be open-ended

Avoid leading or salesy phrasing

Write questions that sound natural when spoken

Assume this is a professional peer-to-peer conversation

Output:

8-12 discovery questions

Group questions loosely by theme (not numbered scripts)

AI drafts - You judge the output