

The GO-GO Question & Prompt Guide

A Tactical Questioning Toolkit for Sellers – your practical, always-on reference before every discovery call. Built for sellers who want to lead with insight, not just curiosity.

📌 GOALS

📊 OUTCOMES

↔️ GAPS

📄 OPTIONS

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Attention

Show Up With a Point of View

The Seller's Mindset Shift

The best sellers don't just show up with questions — they show up with a **point of view**. They've done the research, they understand the persona they're talking to, and they use non-obvious insights to guide the conversation. Discovery isn't an interrogation. It's a curated dialogue built on preparation and genuine curiosity about your buyer's world.

This guide gives you a plug-and-play framework to do exactly that: ask better questions, uncover real needs, and lead discovery conversations that actually move deals forward. Whether you use AI tools or not, this framework works. It's **skill-building first, tool-supported second**.

What This Guide Covers

01

The GO-GO Framework

Goals, Outcomes, Gaps, Options — sequentially structured for maximum impact

02

Question Banks

Ready-to-use questions for each stage of the framework

03

ROI vs. COI Framing

Two question types every seller needs to master

04

Persona-Aware Tactics

Tailor your approach by stakeholder level

05

AI Prompt Templates

Supercharge your pre-call prep with LLM-ready prompts



The core principle: Showing up with a point of view isn't about having all the answers — it's about asking the questions that prove you've done the work to understand your buyer's world.

Part 2 — The Framework

The GO-GO Needs Analysis Framework

GO-GO is a sequential discovery framework built for sellers who want to move beyond surface-level conversations. Each stage builds on the previous one – don't skip ahead. The power of this framework lies in its layered structure: you earn the right to talk about solutions only after you've truly understood your buyer's world through all four lenses.



Goals

Where do they want to go? What does success look like in 6–12 months? Goals reveal **direction**.



Outcomes

What specific, measurable results prove they've hit those goals? Outcomes make goals **concrete**.



Gaps

What stands in the way today? Where are the disconnects? Gaps expose **real pain**.



Options

What have they tried or considered? Options open the door to **your solution**.

This is not a checklist to race through. Treat each stage as a conversation chapter. Move forward only when you've gathered enough depth to connect it to the next stage. A seller who truly masters GO-GO will never need to rely on a pitch deck to explain why their solution matters – the prospect will articulate it themselves.

Goals & Outcomes: Sample Discovery Questions

Goals Questions

Goals questions should feel **strategic, not tactical**. You're trying to understand where they want to go, not catalog what they're doing today. Ask these early in the conversation to anchor everything that follows.

"What are the top 2–3 priorities your team is focused on this quarter?"

"When your leadership talks about success for this year, what does that look like?"

"If we fast-forward 12 months and everything went perfectly, what changed?"

"What's driving the urgency behind this initiative right now?"

"How does this goal connect to the broader company strategy?"

Outcomes Questions

Outcomes questions force **specificity**. Vague goals become concrete when tied to measurable results. These questions are your bridge between aspiration and accountability – and they set up a natural segue into Gaps.

"What specific metrics would tell you this initiative was successful?"

"How are you measuring progress toward that goal today?"

"If you solved this, what would the downstream impact be on your team's workflow?"

"What does 'good' look like for your team vs. 'great'?"

"Who else in the org would benefit if you hit that outcome?"

  **Pro tip:** Don't move from Goals to Outcomes until you can summarize their goal back to them in one sentence and have them confirm it. "So it sounds like the top priority is X – is that right?" That confirmation is your green light.

Part 4 — Question Bank

Gaps & Options: Sample Discovery Questions

Gaps Questions

Gaps questions are **where pain lives**. This is where you earn the right to position your solution — but only after you've truly understood their world. Resist the urge to jump to your pitch the moment you hear a gap. Stay curious. Ask the follow-up. The second layer of pain is almost always more powerful than the first.

"What's the biggest thing standing between where you are now and where you want to be?"

"Where do things break down in your current process?"

"What have you tried so far that hasn't worked the way you expected?"

"If you could fix one thing about how your team operates today, what would it be?"

"What's the cost of not solving this in the next 6 months?"

Options Questions

Options questions help you understand the **competitive landscape and decision-making process** — without being pushy. Most sellers skip this stage entirely and lose deals to competitors or "no decision" because they never understood how the buyer evaluates alternatives.

"What other approaches have you evaluated so far?"

"What criteria matter most when you're comparing solutions?"

"Is there an internal solution or workaround you're considering?"

"What would make you confident that this is the right path forward?"

"Who else is involved in evaluating options, and what matters most to them?"

 **Pro tip on Options:** The Options stage isn't just about competitors. It's about understanding whether "doing nothing" or "building it internally" is on the table. Those are often harder to displace than a named competitor.

Part 5 — Question Types

ROI vs. COI: Question Types Every Seller Needs

Most sellers default to COI (pain-based) questions because they're trained to find problems. But the most effective sellers know how to mix both types depending on who's in the room and where you are in the conversation. Executives and strategic buyers often respond better to ROI framing – they want to hear about growth and opportunity, not just problems to solve.

ROI – Return on Investment

Focus on the **upside**. What do they stand to gain? ROI questions are forward-looking and energizing. They're particularly effective with C-Suite and VP-level buyers who are oriented toward growth and competitive advantage.

- "If you could cut onboarding time by 30%, what would that free up for your team?"
- "What would it mean for your revenue targets if reps were ramping in half the time?"
- "How much more pipeline could your team generate with better targeting?"

COI – Cost of Inaction

Focus on the **downside**. What happens if they do nothing? COI questions create urgency and help prospects quantify the status quo as a risk, not just an inconvenience. Highly effective with mid-level managers and individual contributors who feel the friction daily.

- "What happens to your targets if this problem persists for another quarter?"
- "How much revenue are you leaving on the table with your current approach?"
- "What's the risk to your team if competitors solve this before you do?"



The key is to read your buyer and flex your approach. Neither type alone is sufficient for complex deals — the real skill is knowing when to lean into opportunity versus when to amplify urgency based on who you're talking to.

Part 6 — Persona Strategy

Persona-Aware Questioning

Your point of view isn't just account-based – it's **persona-based**. The same company has radically different stakeholders with different priorities, pressures, and vocabularies. A question that resonates with a VP of Sales will land flat with a Director of Operations. Tailor your GO-GO questions to the person across the table, not just the company on the screen.

C-Suite / VP+

Lead with: Strategic, outcome-oriented questions

Frame as: ROI — growth, efficiency, competitive advantage

Avoid: Tactical process questions (they'll disengage)

Example: "How does this initiative connect to the board-level priorities you're tracking this year?"

Directors / Mid-Level

Lead with: A blend of strategic and tactical — they bridge vision and execution

Frame as: Mix ROI and COI — they feel the pain AND own the upside

Avoid: Questions that feel too high-level or too in-the-weeds

Example: "What's the gap between what your team is delivering today and what leadership expects?"

ICs / End Users

Lead with: Day-to-day workflow questions — their world is tactical

Frame as: COI — they feel the friction most directly, every single day

Avoid: Revenue or board-level framing (it feels disconnected)

Example: "What part of your current process takes the most time and gives you the least value?"

In multi-stakeholder deals, you'll often need to run GO-GO conversations at multiple persona levels. The insights from one persona become the intelligence that sharpens your questions with the next. A Director's gap becomes the ROI story you bring to the VP. An IC's daily friction becomes the COI case you make to the C-Suite. Let the personas inform each other.

Prompt Templates — Supercharge Your Prep With AI

These prompt templates are designed to work with Attention, ChatGPT, Claude, or any LLM. They operationalize the GO-GO framework so you can generate tailored, persona-specific discovery questions before any call in minutes. Remember: **the framework is the skill. The AI just helps you scale it.** Don't outsource your thinking – use these prompts to accelerate it.

1

Pre-Call Question Generator

Use this before any new discovery call to generate a tailored question set.

"Based on [persona title] at [company], generate 5 discovery questions using the GO-GO framework (Goals, Outcomes, Gaps, Options). Focus on [industry/challenge area]. Mix ROI and COI question types."

2

Call Review Question Refiner

Use this after a call to identify gaps in your coverage and prep smarter follow-ups.

"Review the transcript from my last call with [prospect name]. Identify which GO-GO stage I covered well and where I have gaps. Suggest 3 follow-up questions for the next conversation."

3

Persona-Specific Prep

Use this when you know your stakeholder but want to demonstrate deeper preparation.

"I'm meeting with a [title] at [company]. Based on what we know about their industry challenges, generate persona-specific questions that would demonstrate a point of view — not just generic discovery."



Works with: Attention · ChatGPT · Claude · Gemini · Any LLM — The prompts are tool-agnostic. The framework behind them is what makes them powerful.

Full Framework Reference

GO-GO at a Glance: Quick Reference Table

Use this table as your pre-call cheat sheet. Bookmark it, print it, paste it in your CRM notes. Before every discovery conversation, pick one stage and commit to running it with depth and genuine curiosity. You don't need to execute all four stages perfectly in every call – you need to go deep where you are.

Stage	Core Question	What You're Uncovering	Question Frame
Goals 🎯	"What does success look like in 12 months?"	Strategic direction, leadership priorities, company-wide context	ROI — opportunity-oriented
Outcomes 📊	"What metrics prove you've hit that goal?"	Measurable targets, accountability structures, downstream impact	ROI + COI — specificity-driven
Gaps ⚠️	"What's standing between you and that outcome?"	Root causes, failed attempts, hidden friction points	COI — pain-focused
Options ⚖️	"What alternatives are you weighing?"	Competitive landscape, decision criteria, buying process	Neutral — insight-gathering

By Persona

C-Suite / VP+

Goals + Outcomes first. ROI framing. Strategic language only.

Directors

All four stages. Balance ROI and COI. Bridge language.

ICs / End Users

Gaps first. COI framing. Workflow and day-to-day language.

Question Mix by Deal Stage

Early Discovery

Goals → Outcomes. Build rapport while establishing direction.

Mid Discovery

Gaps → COI questions. Deepen pain. Create urgency through insight.

Late Discovery / Evaluation

Options + ROI. Understand criteria. Position value clearly.

Don't Just Read This – Use It

"Imagine what would happen if every discovery call you ran uncovered the real reason a prospect needs to act now — not just the surface-level pain."

That's what showing up with a point of view looks like. Not a pitch. Not a script. A genuine understanding of your buyer's world – and the questions that prove it. This guide isn't meant to live in a folder. It's meant to live in your head, in your prep routine, and in the conversations you have every single day.

Three Commitments to Make Right Now

1 Pick ONE GO-GO Stage

Before your next call, select one stage of the framework and prep 2–3 questions specifically for it. Don't try to run the full framework perfectly from day one. Start small, go deep.

2 Commit to One New Question

Ask yourself: *"What's one question I'll commit to asking on my next call that I wouldn't have asked before?"* Write it down. Say it out loud. Make it muscle memory.

3 Run One AI Prompt

Take one of the three prompt templates from this guide and use it before your next discovery conversation. See what it surfaces that you wouldn't have thought to ask.

The Point of View Promise

Great discovery isn't about having the perfect question at the perfect moment. It's about arriving to every conversation already convinced that your buyer's world matters — and curious enough to prove it.

The GO-GO framework is your structure. The question banks are your vocabulary. The persona awareness is your judgment. Put them together, and you don't just run better discovery calls — you become the seller buyers actually want to talk to.

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GO-GO Stages

Each building on the last to reveal the full picture of your buyer's world

3

AI Prompt Templates

Ready-to-use with any LLM to supercharge your pre-call preparation

2

Question Frames

ROI and COI — the two lenses every deal requires to build urgency and value

1

Next Call Commitment

All it takes to start — one new question you commit to asking today