



Sales Enablement Session

The Art of Discovery: Listening vs Speaking

- Resources -

“The real voyage of discovery consists not in seeking new landscapes, but in having new eyes.”

Marcel Proust, French Novelist

I. Fostering Good Discovery

Read:

- [How to Apply the 80/20 Rule to Improve Sales \(4 mins\)](#)
- [Discovery Call Formula: Checklist & Questions to Qualify Prospects \(15 mins\)](#)
- [Mirroring and labelling – two subtle techniques that help you gain better insights during meetings with prospects. \(4 mins\)](#)
- [How to Run GREAT Coaching Discovery Calls with Scripts \(15 mins\)](#)

Watch:

- How To Run A Discovery Call - Strategy Session. [Watch here \(12 mins\)](#)
- How To Run A Discovery Sales Call: 5 Questions To Turn Prospects Into Paying Clients. [Watch here \(10 mins\)](#)
- Power Negotiation Skills: Labels and Mirrors **(11 mins)** [Watch here](#)
- How to use "Spin Selling" To SELL **(25 mins)** [Watch here](#)

Listen:

- [INSIDE Inside Sales – Ep 102: Don't Disregard Discovery Calls \(30 mins\)](#)

II. Recommended books

- 80/20 Sales and Marketing: The Definitive Guide to Working Less and Making More. [Check here](#)
- The 80/20 Principle: The Secret of Achieving More with Less: Updated 20th anniversary edition of the productivity and business classic. [Check here](#)



- SELL THE MEETING Set Discovery Calls & Sales Appointments To Close New Accounts: A Lead Generation Process With Phone Script Samples For B2B Appointment Setting & Cold Calling. [Check here](#)