

Discovery Call Script — Psychology · Strategy · Action

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Discovery Call Script — *Psychology · Strategy · Action*

Template · Confidential

This script is not a sales script. It's a conversation guide to understand where the person in front of you stands, whether you can truly help them, and give them what they need to make a conscious decision. Conversion is the consequence of a well-run call, not its goal.

⏱️ **Structure (30 min)**

- 0–3 min: Welcome
- 3–10 min: Diagnosis
- 10–20 min: Exploration
- 20–27 min: Presentation
- 27–30 min: Close

PHASE 1 — Welcome & framing (0–3 min)

Goal: set a clear frame, put the person at ease, take the pressure off.

What you say:

> "Thank you for being here. Before we start, I want us to be on the same page about what this call is — and what it isn't. It's a conversation. Not a pitch, not a demo. My only goal today is to understand where you are and whether

> what I do can truly help you. At the end, if it makes sense, we'll talk about possible next steps. If not, you'll leave with at least a few useful ideas. Does that work for you?"

PHASE 2 — Diagnosis (3–10 min)

Goal: understand where the person is coming from, what led them to book the call, and what the real problem is.

- **Opening question**
  - "What made you book this call now — and not six months ago?"
- **Situation question**
  - "How would you describe your practice today — what's working and what's stuck?"
- **Depth question**
  - "When you say it's stuck... what exactly is happening?"
- **Impact question**
  - "Can you tell me what it's concretely costing you — in energy, in income, in confidence?"

📝 **Note:** listen more than you talk. Take notes. Don't propose anything yet.

PHASE 3 — Deep exploration (10–20 min)

Goal: identify the person's beliefs, real obstacles, and vision. This is where your PSA approach comes into its own.

- **Psychology dimension**
  - "If you imagine the practical problem is solved tomorrow morning — what would still be there inside you?"
- **Strategy dimension**
  - "How do you position yourself today? What would you say to someone who asks what you do?"
- **Action dimension**

    - “What have you already tried to get unstuck? What worked, and what didn't?”
- **Vision**
    - “18 months from now, if everything has gone the way you want — what exactly does your practice look like?”

PHASE 4 — Presenting your coaching (20–27 min)

Goal: present what you do as a mirror of what you've heard — not a catalog of offers.

What you say:

> “What I'm hearing is [rephrase the real problem in their words]. And what you're aiming for is [rephrase their vision].”

> “What I do with the practitioners I work with is exactly that — we don't start with marketing or social media. We start by understanding what's really going on inside: the beliefs, the posture, the relationship with value. Because as long as that isn't resolved, everything we build on the surface stays fragile.”

> “Concretely, here's how it works…” [present the tier best suited to their situation]

Then:

- “Does that make sense given what you've described?”

PHASE 5 — Close (27–30 min)

Goal: create a calm space for the decision — no pressure, no false urgency.

- **If the person is ready:**
    - “I'm glad we talked. Here's how we proceed concretely if you'd like to work together: [explain the next steps]. Shall we move forward?”
- **If the person needs time:**
    - “That's completely normal. It's an important decision. Can you tell me what you need in order to decide? And how soon do you think you'll be able to get back to me?”

- **If the person declines:**
  - “I completely respect that. Can you tell me what makes it not the right time — or not the right fit? It helps me understand how to be truly useful.”

KEY REMINDERS

- ✓ You listen more than you talk (70/30 ratio)
- ✓ You don't propose anything before phase 4
- ✓ You rephrase using the person's own words
- ✓ You don't create false urgency
- ✓ You qualify — not everyone is a good fit
- ✓ You always end with a concrete next step

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