



Discovery questions

If you're at the Discovery stage, then you already have a connection with this potential client and have established trust and credibility. You'll also have their agreement to conduct the discovery. So be specific. Use these questions to get to know their business and their industry inside and out. And don't forget to leverage what you already know about trends and challenges facing their industry.

Then you can approach the delivery of your services from a business point of view and not just from a legal perspective.

Here is a list of sample questions (in no particular order) you can ask in your discovery meeting, keeping in mind you will also have questions relating to the law. Remember there is always a **need behind the need**. So take the time to uncover it.

1. Where do you see your major challenges moving your company forward?
2. Tell me about your industry's challenges?
3. What plans do you have for growth?
4. When you achieve your goals, what will the company look like?
5. What is your strategy for achieving these goals?
6. What potential liabilities are you aware of?
7. What are some of your other concerns moving forward?
8. What are your own aspirations?
9. Where do you see yourself in a few years?
10. What type of support do you think you need?
11. What are your most pressing legal challenges?
12. How do you feel these can best be taken care of?
13. What outcomes are you seeking?

Related tip: Ensure sure you follow up the discovery meeting with a summary of what you heard (needs and desired outcomes). Then get their agreement that you captured everything. Then all there is to do is ask to meet with them and present your solutions- "The offer meeting."