



MINI GUIDE

(No unnecessary Bla Bla)

THE **3** TOP SECRETS FOR DISCOVERY CALLS THAT CONVERT

for COACHES & CONSULTANTS

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Hey, I'm Claudia

If you ever wondered what happens when Dutch directness, problem-solving, and a mind that loves simplicity get together with a passion for personalization, coffee, and chocolate... you are looking at it!

I am not a self-made millionaire nor a best-selling author, and you probably haven't heard of me as I don't love the spotlight and work better behind the screens (must be the Scorpio in me).

But consultants, coaches, and service-based entrepreneurs who want to simplify their marketing and have tried (without success) all the lies sold by the gurus of the day do find in me a reliable partner that will call things by their name, will give them tough love with hand-holding, and best of all, will free them from cookie-cutter tactics that have eaten their money and given them zero results.

You see, I never cease to be amazed by what the right marketing strategy and tactics can do for you once you choose to go for things that are aligned with your personality and your line of business.



When you market your business using your natural strengths, leverage your magic, and use your marketing assets wisely, you'll discover that standing out from your competitors and attracting your ideal clients becomes much easier.

If marketing is a source of frustration instead of joy, keep reading. I can confidently say that when it comes to getting a YES from a prospective client, my insights, ideas, and frameworks hold the key to many a secret. And now, my friend, you have the golden opportunity to pilfer those secrets and wield them for your own benefit.

So, fasten your seatbelt because we're about to embark on a journey that will change your results forever.

Discovery Calls are a conflict of interest

The first problem with discovery calls is that the parties involved (you and a possible new client) engage in it with totally different goals.

You hope to sell, they don't want to (necessarily) be sold to.

See how that's a conflict of interest?

That's why everybody dreads these calls.

The second problem with discovery calls is that they start much earlier than the call itself.

If you don't pave the way, leaving breadcrumbs along to filter the candidates, you will most probably end up giving away your time for free.

If you happen to be in a dry season and clients are trickling in, you also run the risk of turning the call into a sales pitch. You won't impress the potential client on the phone and they definitely won't recommend you to another potential client. You double the downside.

For some, discovery calls feel like a minefield. You make the wrong move, and poof! you lose your confidence, your hope vanishes into thin air. Suddenly you want the earth to swallow you

alive while your counterpart starts to search for a polite manner to end the call. Or at least that is how it plays in our minds.

What if I tell you that discovery calls could become one of the most successful marketing tactics in your marketing toolbox and that you will be able to conduct them in a way that you don't need to use aggressive tactics, or feel sales-y all the while you deliver value to the buyer?

Don't make your life difficult. Grab these ideas and start converting leads! The secret to successful discovery calls lies in the art of preparation, surprise, and delight. You see, today's consumers are savvy, and they've seen it all. They're not easily impressed by the same old tactics. That's where these discovery call secrets come in. By offering value to the right people for you, you keep your audience engaged and eager for more.

How this mini-guide is set up

In this mini-guide I will discuss three aspects of the discovery calls that nobody talks about that can dramatically change the outcome of your calls for the better.

These three secrets helped me to double the conversion rate of my discovery calls. The best part is the secrets that I am sharing with you can be easily incorporated into your process.

I am not discussing the obvious aspects of discovery calls such as technical setup, or how to get discovery sessions, except when relevant.

Let's dive in!

Content

- Phases of a Discovery Call-Infographic
- Three secrets to dramatically change the outcome of your discovery calls
- Key takeaways
- How to use these insights to improve your conversion rates
- Clients' experiences

Phases of a Discovery Call



THE Top 3 Secrets to dramatically change the outcome of your discovery calls

There are a few things you should consider before you put that big “Schedule a Call” button on your website that will radically change the results of your calls.

Secret # 1

A discovery call is not a sales call

If you go into a discovery call with a sales call mindset, you will FAIL.

A discovery call is the first conversation you have with a prospect who shows an interest in your product or service. The call aims to discover if the prospect has a problem your business can solve and decide if they are a good fit.

During the call, you must let go of expectations that the other party is your client and discover the truth.

A discovery call may end with closing a deal, but that shouldn't be the ultimate goal in your mind when accepting a client's request for a call.

Do not underestimate this mindset shift!

“Discovery is just that - about discovering. Listening, understanding, and figuring out where the prospect is in their journey. How close are they to actually wanting to invest in a solution? You need to find all of this out if you want to qualify out prospects, not waste anyone's time, and close deals.”

*Jason Baskaran,
former Sales Director at GetAccept*

Secret # 2

The psychology factor

When a client shows interest in our services, we feel thrilled. How cool is it that people are interested and even let us know by scheduling a call?

As the euphoria wears off and the call date approaches, the self-doubt creeps in.

In less than 2 minutes, you've experienced 3 different (and sometimes opposing) emotions: joy, hope, and fear.

But what's happening in your prospect's mind?

Well, they are really busy with their day-to-day work, and as for the discovery call, they expect it to be productive, confident, and not a waste of time.

You are both on a different wavelength. And since you are the one hoping for the money, you better show up prepared and confident.

(Keep reading)

"Your emotions will drive the decisions you make today, and your success may depend upon your ability to understand and interpret them"

Lamia

Secret # 3

The method that doubled my conversion rate

Before the call you have done some previous research about this person, and on paper it seems promising. You can use your icebreaker opening to subtly let them know you did your homework.

But to accurately assess if you can help them and if they are a good fit, you need a clear next step.

There are different ways of conducting a discovery call.

Some people offer a coaching call; others do a demo call.

I do something else.

And this process has helped me to go from a 40% to an 80% conversion rate.

I lead with one question: What hurts?

When I ask what hurts, people tell me what's really going on.

They don't pretend it's better than it is.

When they tell me what hurts I can identify an offer that makes sense for them. Then I can ask specific open-ended questions that will help me see if I can help them understand what I can do and why hiring me is a safe decision.

You don't need to go through every one of your service features. The prospect is only interested in the parts that are relevant to them and their business.

It generally doesn't take too long to figure out if I can help. Usually, I can help because my services are tightly targeted, and I am aware of what's in each step of my offer for my client. This allows me to **tie everything together and build a strong case** that has my prospects asking when we can start.

Key Takeaways

A successful discovery session requires you to:

- **Shift your mindset** from sales as a goal to focus on giving the client value and accurately assess if your solution is the right for them and if they are a good fit.
- **During the first awkward** moments of a call, take time to acknowledge your emotions and those of your client and make sure you help them to feel at ease.
- **When you can tie in** their needs & goals with the benefits of your offer, you will build a solid case that will make it much easier for your client to say yes, and you won't need to use aggressive sales tactics.

As you can see, the journey to a discovery call starts much earlier than the session itself. If you don't pave the way, you risk to be giving away your valuable time for free.

How to use these insights to improve your conversion rates

Join the waiting list so that you are among the first ones receiving the info & early bird rate for the upcoming Live Workshop, The Discovery Session Toolbox, where you will learn how to optimize your discovery calls using your own proven process.

You will get:

- Resources,
- Strategies
- Mindset shifts
- Understand how to deliver value and convert prospects into clients, using your proven process.

[Join early access waitlist](#)

Clients' Praise



"I was doing a good job of converting leads into clients but wasn't getting consistent results. Claudia helped me recognize what questions to ask during the discovery call to ensure the client would implement what they learned from me to get the best outcome. Following her process has meant not only better outcomes but more testimonials too."

Diann Wingert – Business Coach, U.S.A.

"Claudia helped me to gain increased confidence when meeting with prospective clients, which is essential for attracting the right work and ensuring that I am paid fairly. Since we began working together, my average monthly revenue has more than doubled, and I have a steady stream of clients who are a pleasure to work with."



Jon Passaro – Executive Coach, France



"I am much more confident in my discovery calls with clients than before my work with Claudia. She trained me to really step into their shoes and speak more deeply to their challenges. And when they ask me about the money work, I can take them through a clear visual roadmap to show them. My clients feel supported and reassured by the clarity of the roadmap. It gives them the confidence to step forward and say yes to working with me."

Karen McAllister – Money Mindset Coach, Canada.

Claudia helped me truly understand my ideal customer and how to communicate and engage the right clients through my marketing efforts. Claudia has vast experience and knows how to translate it into actionable content, tools, and tips that I can implement immediately to speed up my company's growth and success.



Sandra Boekhoudt – Wealthy Wise Women, The Netherlands.