



Business Owners: ACQ Internal Sales Training

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"Volume Negates Luck."

Discovery

DISCOVERY : MORE BAD STUFF
LESS GOOD STUFF ...IF YOU DO NOTHING

OFFER : MORE GOOD STUFF
LESS BAD STUFF ...IF YOU BUY

The Discovery phase of a close call happens after the introduction and before making the offer. And like the name suggests, we use it to discover things about the prospect. And in doing so, for a short period of time, heighten their awareness to all the bad things that are happening and all the good things that are not happening that not buying has caused.

We discover two things: 1) The prospect's problems in their own words and 2) map them in our own words to things we solve with our offer (later). The prospect provides number one. You provide number two. So be ready to take notes.

Now, it would be great if business owners came out and said, "here are my clearly labeled problems, they are incredibly important, and I must solve them immediately with all this excess cash and time I have lying around... oh yea, and no one else makes decisions but me... and I'm in a spendy mood."

But... that never happens. So, we have to pull it out of them. And the way we do that is by using the 9 Steps Of Discovery.

The 9 Steps of Discovery

Discovery follows a nine-step process that cycles through identifying problems until you have enough to make your offer:

1. **Current** - Establish where they are now

2. **Desired** - Establish where they want to be

Once we get the prospect to state their current and desired results, we start the Pain Cycle:

3. **Obstacle** - Identify what's blocking them
4. **Reason** - Understand why it's not working
5. **Pull Teeth** - Get specific details when answers are vague, confusing, or incomplete
6. **Recap** - Restate their problem in their words
7. **Label** - Map their problem to your solution categories
8. **Confirm** - Verify you understood correctly
9. **Repeat** - Cycle back to steps 3–8 until you have enough problems you can solve

Step-by-Step Breakdown

Steps 1–2: Current and Desired (Establishing the Gap)

Before we enter the Pain Cycle, we have to establish a gap between desired and actual. This typically only takes a minute but you cannot skip it. If you don't know where someone wants to go, how can you expect to give them directions?

Up front we establish:

1. **Current result** - Why did you reach out? Where are you now?
2. **Current goal** - Outside of money, what are you trying to accomplish? What do you want to have happen?

Step 3: Obstacle (Current Obstacle)

We discover the prospect's problems by getting them to answer one question: "Why don't you have the results you want?" And the more reasons they give us, the

better. This is because every reason they can't get results is another reason for them to buy.

Current obstacle - What's your biggest roadblock right now? What's holding you back?

Important: We only care about problems we can solve. This means one simple thing: we only ask the prospect about results in areas we can get good results. That's it. Every good result we offer becomes a result of theirs we can ask about. And if it's not a big enough problem, then we ask for something else that is a big enough problem to put them through another Pain Cycle.

Step 4: Reason (Why It Failed)

Why it failed - Why? Example?

This step digs deeper into understanding the root cause of their obstacle. We want specific examples and detailed explanations of what went wrong and why it's not working.

Step 5: Pull Teeth

More often than you'd like, prospects will give vague, confusing, or incomplete answers. And when this happens, it feels like prospects put you through a Pain Cycle. No sweat, it just means it's time to start pulling teeth. See the method for each type of bad answer below:

Vague: I see. Can you tell me more about that?

Ok, cool. Can you give me an example?

Confusing: I see. Can you tell me more about that?

Ok, cool. Can you give me an example?

Incomplete: I see. Can you tell me more about that?

Ok, cool. Can you give me an example?

You'll note, no matter the type of bad answer, *you respond the same way*. You ask them to tell you more, and then you ask them to give an example. Again, we do this because we only care about two things:

1. Getting more information about the problem.
2. Mapping the problem to our solution.

A lot of the time, just asking them to tell us more does the job. And if not, by asking for examples, they tend to connect it to a life experience—bingo. But if they still leave us hanging. That's OK. We just pull more teeth. This is something salespeople make so complex it's hilarious. Don't be cute.

Step 6–8: Recap, Label, & Confirm

Once you successfully go through the first steps of the Pain Cycle, it's time to recap. Recapping lays out their problem plainly and frames it in a way we can solve it.

6. Recap - Repeat their problems in their words.

7. Label - State the problem in our words.

8. Confirm - Ask if you got it correct.

Recapping can be as simple or as complicated as you want it to be. I suggest making it simple. And not because you're new, but because it works better.

Business owners will describe their problems in a million ways (point 1). Thankfully, we only describe them in five—and these five, listed below, are the labels we use to map to our offer later. I put the sort of language prospects use next to each label.

- **Marketing** → no views/reach, no ad conversions, too few leads, bad quality leads, personal brand not growing, etc.
- **Sales** → can't close, no one can afford our stuff, no one can close like me, can't find good sales people, sales are inconsistent, etc.

- **Product/Delivery** → churn is high, lifetime value is low, can't get people to buy again or come back, can't make enough to service customers
- **People** → my team sucks, I have no help, I'm overwhelmed, I can't find [insert role].
- **Profit** → we're just not making as much money as we want, we are cash-flow constrained.

Here's what it looks like all put together...

Recapping, Labeling, and Confirming Put Together: *Recap - So you're [not getting as many leads as you want] Label - It sounds like you've got some marketing issues. Confirm - Does that sound about right?*

Using this setup is important because every problem they have can and should be mapped to a solution we offer. Once you label it, just make sure you got it right. This is important because we will map this word to the solution and benefits we will provide in the offer.

Step 9: Repeat Until Complete (Only If Needed)

Repeat - What else is holding you back? What's your next biggest problem?

Ideally, you only go through the Pain Cycle once. But sometimes, you have to do it more. That's the game. So have a list of results to ask about ready to go.

Once we have one label from multiple related problems, or multiple labels from multiple different problems, we have what we need to move on.

Final Recap (Stacking the Pain)

Once you've completed your Pain Cycles, you need to stack the pain. To stack the pain, get your Recaps together and say them all again. Then, as before, ask the prospect if you got it right. This is what it might sound like...

Recap - *To make sure I understand. You tried three different marketing agencies, spent \$50K, got leads that didn't convert, and now you're hesitant to invest again.*

Label - *So it sounds like the real issue isn't just vendors, ads, and leads - it's that you need an entirely new marketing and sales process.*

Confirm - *Does that sound right?*

This is straightforward but extremely important. And it may seem like a lot, but it's not. *You are just sharing what you learned and then making sure they agree.*

Conclusion

The Discovery phase is complete when you've successfully identified and labeled the prospect's key problems using their own words, then mapped those problems to the solution categories your offer addresses. You now have a clear understanding of their current situation, desired outcomes, and the specific obstacles preventing them from achieving their goals.

And when they agree with your final recap, it's time to *make an offer so good they'd feel stupid saying no*. In the next chapter, we'll explore how to map each labeled problem to the specific solutions your offer provides, creating an irresistible connection between their pain points and your product.

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