

The **Value**Builder System™

The Value Builder Advantage:

**Creating
Successful**



**Discovery
Meetings**

Introduction:

The discovery meeting is a crucial step on the journey to understanding your clients, identifying their needs, and delivering tailored solutions that work. The **Value Builder Report** serves as a valuable tool in this process, enabling you to uncover vital insights about your clients and their business.

This workbook is your companion to conducting discovery meetings that get results and close deals. It contains a comprehensive agenda to guide you through a 60-minute discovery meeting. The agenda is not merely a script to follow, but a framework to help you engage in meaningful conversations, ask the right questions, and build trust with your clients.

Effective discovery meetings are about truly understanding your client's unique challenges, aspirations, and pain points. As a reminder, the discovery meeting should come after your introduction meeting and after your business owner contact has completed their Value Builder Questionnaire.

The goal is simple: to help you build strong and lasting relationships with your clients and provide them with the data to better understand where they are today and propose solutions that help them to achieve their goals.

Understanding Your Customer Flow



Discovery Meeting Preparation:

During the discovery meeting you'll want to be engaging, trustworthy and knowledgeable as well as empathetic to an owner's challenges and pain points. That's a lot to keep in mind, so preparation for this meeting is crucial. It's more than simply "knowing your stuff". It's about having your prep work complete and having the confidence in yourself to comfortably engage in a two-way discussion and be fully present.

Here are some discovery preparation tips to keep in mind before your session:

1. Download the questions from the completed Value Builder Score and send a copy to the business owner in advance of the meeting so you can review their answers. Ask them to double check that all their info is accurate and to bring any notes to the meeting if they need to adjust.
2. Review their responses noting anything glaring that stands out. Highlight these points and either clarify up front during the discovery meeting itself or in advance either in email or on a quick pre-discovery phone call.
3. Double check the Value Builder Score to make sure questions 34 and 37 are completed. You'll need answers to both questions as the preliminary starting point for an estimate of value.
 - Question 34 highlights pre-tax profit for the previous 3 years – it's marked optional but is important information to have as you get to an estimate of value.
 - Question 37 validates the industry your business owner operates in (NAICS code). This information is important for industry benchmarking. You'll want to check that it's completed correctly. If you need to check it, you can always use the drill down tools on <https://www.naics.com>
4. If you asked them to complete their income adjustment, make sure this is done and insert it into the adjust income section. If it's not, you may want to send the PDF (*Income Adjustment PDF – in Help Centre*) and ask them to complete in advance of the meeting.
 - Providing a PDF helps to expedite retrieval of info from their accountant to get accurate info.
 - If you don't get the final income adjustment figures, you could deliver the Value Builder Score without the Estimate of Value if necessary, however income adj. is highly recommended.

Discovery Meeting Preparation Document

Instructions:

Create a copy of this page before your discovery meeting. Fill in the blanks prior to the meeting while reviewing their questionnaire results. Use this document to guide you through the discovery meeting with the client to ensure you can easily follow the process and accurately capture important notes.

Client: _____

Date: _____

Agenda:

- Introduce (10 min)
- Investigate (35 min)
- Commit (15 min)

***Pro Tip!** If you find yourself with more than 60 minutes, spend that time in “Investigate” understanding their needs especially in the areas that need improvement.*

Introduce (10 minutes):

- Welcome and thank the participants for taking the time to meet.
- Remind them of any key points covered off during your introduction meeting:

Key point #	Notes
Key point 1:	
Key point 2:	
Key point 3:	

- Express appreciation for them completing the Value Builder Score. Remind them about the power of the Value Builder Score and how the answers they provided, plus the information you’ve already gathered, will set the stage for your discussion today.
- Check in with them to see if there is anything in the questionnaire they want to adjust. Make the change in real time before you download / review the Value Builder Report as it could impact the score.

Investigate (35 minutes):

- **Compliment Their Success (10 minutes):**

- List one or more of the drivers of value from the questionnaire where they are doing well – for example look for one driver where they are achieving great or moderate success.
- Congratulate them on their achievements.
- Ask if there were any specific strategies that contributed to their success and note them.

Success Points	Description
Success Point 1:	
Success Point 2:	
Success Point 3:	

Additional Notes:

- **Identify Areas Needing Improvement (25 minutes):**

- List one or more drivers of value from the questionnaire that need improvement.
- Before the meeting, write down the questions you want to ask your client to help them recognize and articulate their challenges.
- Tie improvements made to the drivers back to their overall goal. Here is where you can leverage the Scenario Planner to visually demonstrate the improvements. For example, “Working on this would help you best position you for exit / grow to the goal you’re striving for / put you amongst best in class / give you more freedom / etc.”

Improvement Area	Description
Improvement Area 1:	
Improvement Area 2:	
Improvement Area 3:	
Improvement Area 4:	
Improvement Area 5:	

Additional Notes:

Commit (15 minutes):

- **Present Options (10 minutes):**
 - **Coaching – Referral or by you:** Outline a high-level coaching program that addresses their specific needs and challenges and request their commitment for a program based on the meeting’s insights. The program could be delivered by you or by a referral partner in your network if you’re not going to coach them yourself.
 - Offer to put together a package/quote for a solution based on the meeting's insights.
- **Set Up Next Meeting + Close (5 minutes):**
 - Confirm the date, time, and format for the follow-up meeting.
 - Summarize the key takeaways from this discovery meeting.
 - Express your commitment to helping them achieve their goals.
 - Outline the next steps, including follow-up actions and responsibilities.
 - Thank your client for their time and engagement.
- If the owner is not moving forward with additional support

Additional Meeting Notes:

Post- Discovery Meeting Action Items:

After the discovery meeting, compile and review key notes, ensuring the accuracy of the completed assessment. Send a thank-you email expressing gratitude for their engagement and summarizing your commitments and next steps.

Update the Value Builder Report with meeting insights and any adjustments made. Prepare for next steps, whether it's outlining a coaching program or creating a tailored solution and schedule the follow-up meeting. Send promised resources and check for outstanding information.

This approach will further cement your level of trust with the business owner and reinforces your commitment to addressing their needs.