

CDIM Discovery Guide

Discovery2Win® | Uncover what truly motivates your stakeholders

Most sales discovery feels like an interrogation. A checklist of questions fired at a prospect who is mentally checking out. Discovery2Win teaches a different approach: discovery as a conversation, one that reveals motivations, validates priorities, and builds the trust needed to advance a deal.

“Discovery is not about getting answers to your questions. It’s about understanding the motivations that drive stakeholders to take action.”

The CDIM Framework

Four core elements form the foundation of every effective discovery conversation:



Current

Where is the stakeholder today? What does their current process, challenge, or situation look like? Understand the baseline before proposing a destination.



Desired

Where do they want to be? What does “better” look like in their words? Listen carefully. Their desired state often surfaces while they describe the current state.



Impact

What happens when they get there? Don’t stop at the feature request, ask what achieving the desired state would mean for their team, department, and organization.



Metrics

How will they measure success? Metrics validate that impact is real, not theoretical. They provide the language for ROI conversations and reveal whether this is truly a priority.

Why Impact & Metrics Change Everything

The Impact question is where discovery becomes strategic. Most sellers stop at Desired —they hear what the prospect wants and immediately jump to how their solution delivers it. But the impact of achieving that desired state is what connects your solution to real business outcomes.

Impact operates at multiple levels: operational (the individual), departmental (the team), and strategic (the organization). The technique of asking “What does that enable?” to move up these levels is one of the most powerful tools in a seller’s toolkit.

Metrics take it one step further. Once you’ve uncovered the impact, Metrics validate that it’s real — not theoretical. When a stakeholder can point to specific numbers they already track and targets they’re trying to hit, you know you’ve found a genuine priority. Metrics give you the language for ROI conversations and equip your champion to build an internal business case.

Starter Questions for Each Stage

These are conversation starters, not a script. Adapt them to sound natural.

Stage	Conversation Starters
Current	“Walk me through how your team handles [process] today.” “What does a typical day look like for someone in [role]?” “Where are you spending the most time right now?”
Desired	“If you could wave a magic wand, what would this look like?” “What would ‘great’ look like six months from now?” “What has to change for your team to hit those targets?”
Impact	“If you achieved that, what difference would it make for your team?” “What does that enable at the department level?” “How does that connect to what [exec name] is focused on this year?”
Metrics	“How would you measure that improvement?” “What metrics do you track today that this would affect?” “What does success look like in numbers?”

The #1 Discovery Mistake: Stopping at Desired.

The moment you hear what the prospect wants, your instinct is to start solving. Resist it. Impact reveals the real business motivations, and Metrics prove they’re genuine priorities — together, that’s what wins deals.

Go Deeper

CDIM is just one piece of the Discovery2Win methodology. The full program covers objection handling frameworks, Win Plan development, customer storytelling, and the complete discovery conversation model – all designed to help you conduct discovery that is revealing, validating, impactful, and differentiating.

Ready to transform your discovery conversations?

Learn more about Discovery2Win® at www.2WinGlobal.com