



How-To Guide

Hypothesis Driven Disco Call Frame Work

**If you've been wondering how to structure
and deliver a sales call that uses a Hypothesis,
you're going to love this document!**

Lets discuss why using a hypothesis is more
relevant than ever in Sales today.



B2B SYNDICATE

The Why

For the last 20 years, sales has seen little innovation.

This means most reps approach disco calls like they always have:

- They show up
- Talk about the weather
- Ask 12-25 disco questions
- Pitch the product or share slides
- Summarize the pain and try to get next steps

While this approach used to be effective. It's losing it's spark because:

- Buyers expect you to understand their business
- Buyers expect you to understand their pain points
- Buyers have less tolerance for vendor centric pitches
- Buyers are now annoyed by these canned disco questions

Using a Hypothesis is the modern way to create a buyer centric customer experience.

We do this by:

- Arriving with an opinion- not having to ask canned disco questions
- Not pitching or discussing the product, unless the buyer asks for it
- Arriving with a solid understanding of their business & potential pains

Enough about the why. Show me the Framework!

Hypothesis Framework

Below is a step by step guide on what to research so you can create a hypothesis for your next discovery meeting. Lets start with building the hypothesis.

STEP 1

Start with LinkedIn

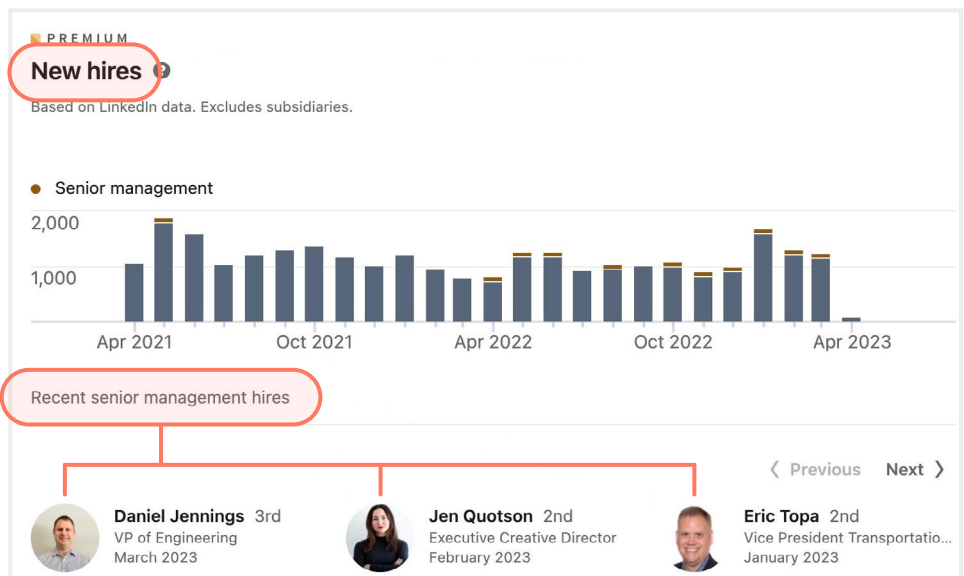
First, open up the company LinkedIn page and look at the “**Insights**” tab.

The screenshot shows the LinkedIn profile for Walgreens. At the top right, the slogan "Win/Win Together, we care." is visible. The company name "Walgreens" and tagline "Together, we care." are prominently displayed, along with the location "Retail · Deerfield, IL" and "513,443 followers". Below this, it states "11 people from your school work here · 73,394 employees". A navigation bar at the bottom includes "Home", "About", "Posts", "Jobs", "Life", "People", "Insights" (circled in red), "Events", and "Videos".

On the Insights tab you want to scroll down to see “**New hires**”. Pay special attention to the “**Recent senior management hires**”.

Take note of positions they recently hired for at the Director, VP, SVP & C-level.

Use this data point to see which department (sales, marketing, engineering, etc) they’re making heavy investments in.

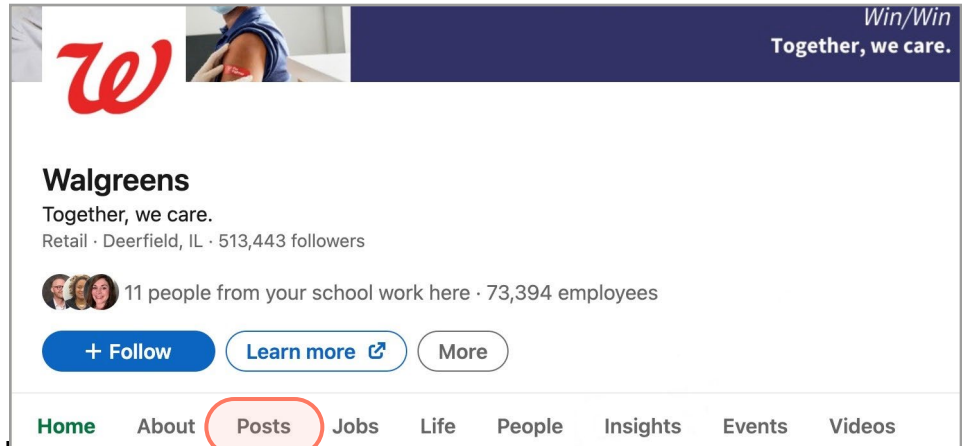


STEP 2

Check out the Company's Posts

After clicking the "Posts" tab. Scroll through the company's LinkedIn posts and keep an eye out for posts that mention:

- New products
- News on Partnerships
- News on mergers & acquisitions
- News on new investments, funding or quarterly/annual results
- Posts that show their exec's speaking at events, interviews + podcasts
- **Stop scrolling** when you see posts older than 12 months. Anything older than that is going to make our hypothesis less relevant.



STEP 3

Scan the LinkedIn Profile of the CEO, CFO & any Executive your Product Serves

For example, if you sell a product for revenue leaders, look at the CRO's LinkedIn. If you sell a product for technology leaders, look at the CIO or CTO's LinkedIn.

What should I look for on their LinkedIn profiles?

- **Their posts** (What are they posting about? Any company or product announcements? Look for anything that could be a top priority.)
- **Their connections** (Is there anyone from your company they're connected with? If yes, use that connection to get a warm intro.)
- **Past companies they worked for** (Check your CRM & confirm if their past companies are current customers).

STEP 4

Head over to Google

Now that we've scanned the right things on LinkedIn, we need to head over to Google and search for the following:

- **[Company name] + acquires or acquisition**
- **[Company name] + [CEO or CFO name] + [Interview or Podcast]**
- **[Company name] + [annual or quarterly results]**
- **[Company name] + [Department you sell to]** (ex: If you sell an analytics tool, type in analytics or technology. If you sell a marketing solution, type in marketing and look for any articles that speak to initiatives in that department)

STEP 5

Slide to the Company Website

What do we look at on the company website?

- **Careers page** (See what roles they're hiring for)
- **News + Blogs** (Check this for additional news you didn't find on LinkedIn or Google)
- **Leadership team page** (Check this to gain additional info on the exec's and what they might care about)
- **Customer case studies** (See what problems they solve for their clients)
- **Investor relations page** (See if you can find annual or quarterly results/financials)
- **"Our Story" or "About" page** (Understand the company's mission and reason for existing)

Congrats, you now have all the info necessary to start formulating a Hypothesis!

Hypothesis Driven Disco Call Framework

Here is exactly how we lay out our hypothesis driven disco call.

Agenda:



Personalized Rapport



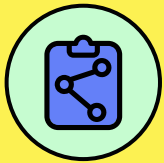
Hypothesis



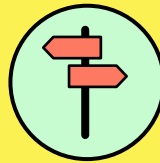
Purpose of the Call



Product Overview (if needed)



Business Overview



Next Steps (if needed)

Let's show you how to talk through each of these points.



PERSONALIZED RAPPORT

What we do to avoid talking about the weather.

All we need to do before the call is find at least one thing about the prospect that we can get them to talk about. Before getting into the call. The easiest topics to choose from are:

- Company tenure
- Company news/announcements
- Hobbies/activities/causes they care about

For example:

If they recently joined the company, you can say:

"Hey, I saw you just joined 6 months ago. How did you come across [company name]? Did You find them or did they find you?"

If they've been at the company for 3+ years, you can say:

"Hey, I see you've been with the company for [x] years now. Thats getting more and more rare as people job hop a lot more these days. What's keeping you at [company name] if you don't mind me asking?"

Doing this will warm up the prospect and get them talking about their favorite topic.



PURPOSE OF THE CALL

This should be a 1-2 sentence statement on that the call is about and what the prospect will get out of the meeting.

Here's the exact purpose statement I use:

"The Purpose of today's call is to understand the #1 outcome you're being expected to produce in the next 12 months. And determine if we can help you achieve that outcome faster or more cost effectively."

Feel free to modify. Just keep it short. Minimize the fluff and make it easy to understand.

**After the purpose we need to give options on how we'll run the meeting.
Here's what to say at this point:**

"Alright [name] theres two ways we can go about todays call. Here's the first way"

"Believe it or not. I've researched your company and put together a hypothesis of the #1 thing I believe the executive team is asking you to do."

"If you're open to it. I'd like to share that hypothesis with you. And maybe you can confirm how accurate or inaccurate it is."

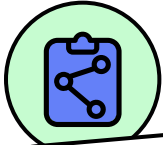
Or:

"If none of that sounds interesting to you. We can just go straight into why you took the call today."

Then ask them:

"Which would you prefer?"

Unless they're in a huge hurry, they'll choose the Hypothesis 99% of the time.



BUSINESS OVERVIEW

Before sharing the hypothesis, tell them you'd like to do a "quick biz overview" to confirm how they operate and make money.

The overview should be 1-3 minutes max and include a bulleted list of:

- Products they sell (or ways they make money)
- Markets they serve (geographically)
- Problems they solve with their product or service
- Audience they sell to
- Recent news that might tie to your hypothesis

For example, if you're selling to an insurance company your biz overview might look like:

- Your primary business is selling life, health and P+C insurance policies
- You have 40 offices and 1000 agents selling your policies across the U.S.
- You help people of all ages who need medical, life and P+C insurance so they can be prepared for any kind of life emergency
- You recently hired a new CTO and made heavy investments in AI to create new tech driven products

Then you ask:

"Is that an accurate summary of how the business operates or did I miss anything major?"

After the business overview, you are perfectly positioned to deliver your hypothesis.



HYPOTHESIS

There is no right or wrong way to do this.

Just make sure after sharing the hypothesis, you ask this one question:

"How accurate or inaccurate are we with this hypothesis?"

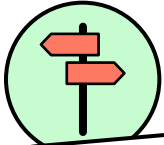
Then out yourself on mute and let them talk. At this point, the call should be an open conversation. Let your active listening take over and use their response to clarify the #1 outcome they're trying to produce.



PRODUCT OVERVIEW

We only do a product overview (pitch or share slides that talk through your product) if they ask for it.

Unless they ask for it, skip this step and use the time to gather info on what is stopping them from producing the #1 outcome they're being asked to produce.



NEXT STEPS

Before sharing your take on next steps, ask the prospect:

“Based on our conversation, what do you think our next steps should be?”

Let them talk and share their view on what next steps are appropriate and why. Let their answer shape your response.

If they don't think there should be next steps, it probably means they're not a good fit or they don't see the value.

The only time you should push for next steps is if you are 100% certain and convicted that you can help them achieve this outcome.

There you have it!

The Hypothesis Driven Disco Call Framework.
Hope you enjoyed.

Want more frameworks?

Click [here](#) to get actionable sales tips sent straight to your inbox.

Cheers,

Danilo Capric

