

DEPTH

D E P T H

DISCOVERY & DEMO

Coaching Guide

Discovery & Demo Excellence

Manager reference for coaching sales teams on discovery and demo execution

D

Diagnose

E

Engage

P

Prove

T

Tailor

H

Handoff

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How to Use This Guide

This coaching guide is designed for sales managers and SE managers running 1:1s, call reviews, or team training sessions using the DEPTH framework. Use it to coach AEs on running discovery calls that uncover quantified pain and demos that prove value -- not product tours.

Coaching Questions

Use these in 1:1s or call reviews. They are designed to reveal whether AEs are running diagnostic discovery and pain-aligned demos or defaulting to feature pitches.

Red Flags

Warning signals that indicate discovery or demo execution is off-track. Surface these early and coach to specific skill gaps.

Coaching Scenario

A real-world situation to walk through with your rep. Compare their response to "What Good Looks Like" to identify coaching moments.

Mastery Indicators

Use these to assess rep readiness and set development goals. A rep demonstrating all five is DEPTH-certified in practice.

DEPTH

Discovery & Demo Excellence -- Sales Execution

Diagnose | Engage | Prove | Tailor | Handoff

PURPOSE

Help sales managers coach AEs and SEs to run discovery calls that uncover quantified business pain and deliver demos that prove value, involve the buyer, and advance deals.

MANAGER COACHING QUESTIONS

- Play me the first 5 minutes of your last discovery call. How much time did you spend talking vs. listening?
- What was the quantified pain from your last discovery? Can you state it in dollars or hours?
- Walk me through your demo flow for tomorrow's call. What pain are you leading with?
- How many use cases are you planning to show? Why those specifically?
- How did you close your last demo? What was the specific next step the buyer committed to?

RED FLAGS TO WATCH

- Discovery calls are actually product pitches -- AE talks 60%+ of the time
- Pain is described qualitatively ('they're frustrated') but never quantified
- Demo starts with 'let me show you our platform' instead of a pain recap
- No interactivity -- 25-minute monologue with no buyer check-in questions
- CRM pain fields are blank or say 'interested in our solution'

COACHING SCENARIO

SETUP

An AE runs discovery with a VP of Sales. All 8 questions are situational. No quantified pain is uncovered. The call ends with 'send me a proposal.'

WHAT GOOD LOOKS LIKE

The manager reviews the recording and identifies missing implication questions. They role-play deeper questioning. The AE realizes 'send me a proposal' was a polite exit, not buying intent.

MASTERY INDICATORS

- AEs consistently spend 60%+ of discovery listening -- verified through call scores
- Every qualified deal has quantified pain documented in CRM (dollars, hours, or risk)
- Every demo starts with a pain recap that references specific discovery findings
- Demos cover maximum 3 use cases, each mapped to a stated buyer pain point
- 90%+ of demos end with a specific next step that includes a date and buyer action