



CCUK Discovery Excellence

Making Discovery a measurable, managed and continuously improving sales discipline

The Challenge

UK communications technology businesses invest heavily in generating opportunities and managing sales pipelines. Marketing activity is measured. Leads are measured. Appointments are measured. Pipeline, conversion and revenue are measured.

Yet sitting between lead generation and the creation of a properly qualified sales opportunity is one of the most important parts of the process:

Discovery

How well did the salesperson prepare? How deeply did they understand the customer? Did they explore workflows, stakeholders, challenges, objectives and desired outcomes? Did they look beyond the immediate requirement? What did they miss?

Historically, sales leaders have had very little practical visibility of this. **Discovery has largely depended upon the capability, preparation and performance of the salesperson on the day.**

AI gives us the opportunity to change this. Sales managers cannot prepare for, attend and analyse every customer Discovery meeting. **AI can.**

Research and preparation can now be supported before the meeting. Discovery conversations can be recorded and analysed. Their quality and depth can be scored. Missed areas and coaching opportunities can be identified, and performance can be measured over time.

For the first time, it is practical to put the same **rigour, measurement and continuous improvement around Discovery** that businesses already apply to the rest of their sales operation.

The Discovery Excellence System

The primary objective of this CCUK initiative is to help participating organisations **establish a Discovery Excellence System within their existing sales operation.**

It is not intended to introduce another sales platform. Wherever practical, it uses the organisation's existing **AI tools, meeting technology, CRM, dashboards and reporting environment** to establish a repeatable process:

Prepare → Discover → Record → Analyse → Score → Coach → Improve



The resulting Discovery information also becomes a **Living Customer Discovery Document**, supporting product specialists, suppliers, solution design, delivery, customer success and account management throughout the customer relationship.

Better customer understanding should create the conditions for **better-designed solutions, broader portfolios, stronger customer relationships, improved conversion and more opportunities for cross-sell and future growth.**

The Discovery Excellence Programme

The Programme is the mechanism used to develop the people and embed the System.

Over **eight remote two-hour development sessions**, participating salespeople are introduced or reintroduced to established principles drawn from modern complex-selling approaches including **Gap Selling, Challenger, SPIN and MEDDIC**, without imposing a single sales methodology.

The sessions develop practical capability around:

permission to discover • outcome-led discovery • workflow analysis • commercial discovery • stakeholder mapping • AI-assisted preparation • multi-discipline solution discovery

Experienced salespeople refresh and extend good practice. Those without formal methodology training gain a practical foundation. Most importantly, everyone learns **why, when and how to use the Discovery Excellence System as part of their everyday sales activity.**

Making the change stick

This isn't something that should disappear when the workshops finish.

Each participating organisation nominates a **Discovery Process Owner**, normally the sales manager, sales leader or, in a smaller business, the owner or director responsible for sales.

Separate implementation support helps that person establish the preparation, recording, scoring, reporting and coaching disciplines within the organisation's existing sales management process.

The Programme develops the people. The Discovery Excellence System changes the process.

A partnership between MSPs and their suppliers

The programme has been designed with the MSP and service provider at its centre, but **better Discovery benefits the whole supply chain.**



A salesperson who develops a deeper understanding of a customer's business is better equipped to identify opportunities across the complete range of technologies and services available to them, not simply the product that created the original conversation.

That creates value for the MSP, the customer and the **multiple vendors and service providers supporting that partner.**

For this reason, participation can be **MSP-led, supplier-supported or jointly funded by an MSP and one or more of its principal suppliers.** We envisage suppliers and partners working together to invest in an area where improved capability can create mutually beneficial commercial outcomes.

Supplier representatives can also engage with the programme, helping them understand the Discovery disciplines being established within their partner and better align their own product training and support.

Supporting the UK communications technology community

The **Comms Council UK** Discovery Excellence initiative supports the development of skills and capabilities across the UK communications technology community, while encouraging practical adoption of modern AI technologies.

The ambition is not simply to help businesses sell more.

It is to help **MSPs, service providers, vendors and their customers engage more constructively from the very first substantive conversation**, developing a deeper shared understanding of the customer's business and identifying the modern communications and technology solutions most appropriate to achieving its desired outcomes.

Pilot Programme

8 remote development sessions | 8–10 weeks | No off-site training requirement

Salesperson development + Discovery Process Owner implementation support

Open to CCUK members and non-members | MSP, vendor or jointly funded participation welcomed