

BATTLE CARD

Objection Handling

The Concept of the Chekhov Technique



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SaaS Simplified.



Objection

Your software is too expensive. I don't fully see how the cost is justified considering the features and services we already have.



5 Chekhov Patterns

- 1 Let's dive into your concerns together...
- 2 Let's dig deeper into your perspective...
- 3 Let's probe into your thoughts a bit more...
- 4 Let's explore your viewpoint further...
- 5 Let's investigate your ideas more closely...



Example

- P** Let's dive into your concerns together...
O about the software being too expensive...
R Especially considering that you don't fully see the cost justification here...
Q What do you need to see in order to justify the costs of our software solution?

