

# BATTLE CARD

## Getting to the Decider

Learn how to ask for the Decider

  
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**SaaS Simplified.**  
The **3-Pronged** Approach to SaaS Sales



Leading Question from  
Sales Rep could be...

*If you become convinced that [Your SaaS] will improve your business,  
what has to happen then? What will you do?*

1

Potential Answer

*I would need to run  
it past my Manager.  
if this is the case...*

Ask for Decider

*Sounds good. Let's  
schedule a 15-min touch  
base with [Decider Name]  
to update them on our  
discussions and get their  
thoughts on what to  
evaluate. When works?*

2

Potential Answer

*It's too premature to  
think about that.  
if this is the case...*

Bargain for Access

*I understand there's more  
to do. Let's meet with our  
Solution Architect to  
confirm fit. If it works,  
could you arrange an intro  
with [Decider Name]?*

3

Potential Answer

*I am the Decider  
if this is the case...*

Test the Buyer

*Too premature? Who else  
should be involved in  
evaluating either the  
technology or the financial  
proposal at this stage?*

4

Potential Answer

*We will see  
if this is the case...*

Offer Proof

*Deciders typically need  
ROI assurance before  
moving forward, which can  
cause delays. Would your  
[Decider Name] be  
interested in a financial  
review if tech works?*