

BATTLE CARD

Bridging Statements

Bridge the Gap


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

1
Insight Statement:
Showing You're
Engaging with
Peers Like Them

2
Big Challenge:
To make your
statement
relevant to them

3
Open-Ended Question:
To engage
prospect in
further dialogue

Keep it
SHORT

Maximum



Insight Statement Example

- A common theme among the digital teams I collaborate with...
- In my discussions with others in the field...
- I've been engaging with others about...
- When I connect with digital leaders at major B2B companies...
- Conversations with fellow Technology Directors often reveal...
- There's always an ongoing buzz within firms about..



Bridging Statement Example

- A common theme among the digital teams I collaborate with is [Insight Statement] the struggle to keep branding consistent across teams using multiple design tools. [Big Challenge] How are you ensuring brand consistency across your teams? [Open-Ended Question]
- In my discussions with others in the field [Insight Statement], a recurring challenge is managing version control when multiple stakeholders work on the same creative assets. [Big Challenge] How do you currently handle version control for collaborative projects? [Open-Ended Question]