

BATTLE CARD

Objection Handling

The Concept of the Houdini Technique



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SaaS Simplified.



Objection

Your SaaS is too expensive in comparison to competitors.



5 Houdini Patterns

- 1 We can escape all of this...
- 2 Let's break free from...
- 3 Let us defy...
- 4 We can unlock the...
- 5 I suggest to putting aside...



Example

- P** We can escape all of this...
- O** thinking around being too expensive...
- R** our software is like a symphony of advanced features...
- Q** Beyond price, what other elements are crucial for you?



Anchor Points

Pattern

P

Objection

O

Rational Explanation

R

Open-Ended Question

Q