

BLUEPRINT

Bridging Statements

Bridge the Gap



MICHAEL FEICHTNER

SaaS Simplified.

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

I Background Bridging Statement

Inexperienced Sales Reps often default to their comfort zone, focusing on demos, features, and their software, a pattern I've observed frequently; in contrast, the Senior Sales Rep has opted for the Discovery path, a strategic approach particularly valuable in Enterprise Sales. The Discovery path can go very smoothly if the Sales Rep chooses to talk less about the "I" and more about the "Them".

I When to Use Bridging Statement

You can use a Bridging Statement anytime you want to outline or describe a recent conversation you had with someone similar to the prospect you are currently speaking with. It's as effective as an elevator pitch but also relevant during any sales dialogue where you want to demonstrate that you understand your conversation partner and are familiar with their challenges.

I Why to Use Bridging Statement

It elevates your credibility as a SaaS Sales Rep by demonstrating that you regularly engage with people similar to your prospect. This allows you to provide valuable insights into market trends that your prospect might not be aware of. By challenging their perspective and adding value beyond what they already know, you position yourself as a professional worth engaging with.

I How to create Bridging Statement



✉ michaelfeichtner@me.com

🌐 www.saassimplified.io

BLUEPRINT

Bridging Statements

Bridge the Gap



MICHAEL FEICHTNER

SaaS Simplified.

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

I Example Bridging Statement Usage

Sales Rep: In my recent conversations with other hospitality organizations, many are leveraging Canva to create standout visuals for their Google Ads campaigns, ensuring they maximize their return on investment. How is your team currently managing and designing for online advertising?

Potential Prospect Reponse: That sounds interesting tell me more about it.

In-Depth Look:

- **Insights Statement:** In my recent conversations with other hospitality providers
- **Big Challenge:** many are leveraging Canva to create standout visuals for their Google Ads campaigns, ensuring they maximize their return on investment.
- **Open-Ended Question:** How is your team currently managing and designing for online advertising?

Sales Rep: Lately, in my conversations with other software companies, many are turning to Canva to cut costs while optimizing their digital marketing efforts. How does your team evaluate what's working and what's not in your campaigns?

Potential Prospect Reponse: We track performance through analytics, but connecting it to design impact can be tricky. How does Canva help with that?

In-Depth Look:

- **Insights Statement:** Lately, in my conversations with other software companies,
- **Big Challenge:** many are turning to Canva to cut costs while optimizing their digital marketing efforts.
- **Open-Ended Question:** How does your team evaluate what's working and what's not in your campaigns?

Sales Rep: Many of the large companies I work with find that, despite their best efforts and a variety of tools, the teams managing different aspects of content often remain siloed. How does your organization collaborate on content to ensure your users have the best experience possible?

Champion: We face similar challenges. Our teams use different tools, and coordination can be a struggle. How can Canva help streamline that?

In-Depth Look:

Insights Statement: Many of the large companies I work with find that,

Big Challenge: despite their best efforts and a variety of tools, the teams managing different aspects of content often remain siloed.

Open-Ended Question: Our teams use different tools, and coordination can be a struggle. How can Canva help streamline that?

✉ michaelfeichtner@me.com

🌐 www.saassimplified.io



M I C H A E L F E I C H T N E R

SaaS Simplified.

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

Additional Ressources

- www.saassimplified.io
- [Podcast available on Spotify, Apple Podcasts, Castbox](#)



michaelfeichtner@me.com



www.saassimplified.io