

I Background: Who was Anton Chekhov?

Anton Chekhov was a renowned Russian playwright and short-story writer. Despite a difficult upbringing with an abusive, alcoholic father, Chekhov went on to study medicine, aiming to understand human behavior. He became known for his ability to deeply empathize with his characters, recognizing that even the most flawed individuals have reasons and rationales for their actions. This empathy extended to his real life, where he ultimately forgave his father and viewed human behavior as a quest for fulfillment, albeit often irrational.

Chekhov's ability to balance rational thought with emotional understanding offers valuable lessons, especially in fields like sales where objections are common. By applying this dual approach, sales professionals can handle objections more thoughtfully and create stronger connections with clients.

I When to Use the Chekhov Technique?

Use the Chekhov Technique when a prospect's objection has an emotional tone—such as uncertainty, hesitation, or defensiveness—to empathize and acknowledge the emotion behind their words. For objections that seem layered or complex, like budget issues or internal buy-in, this approach brings clarity to the conversation. Additionally, when objections seem irrational or disproportionate, aligning with the prospect's perspective helps you understand their concerns instead of dismissing them outright.

I Why Use the Chekhov Technique?

Use the Chekhov Technique to increase empathy and understanding, allowing you to uncover the real motivations behind a prospect's objections. This approach helps you gain deeper insights into their needs and constraints, which may otherwise remain hidden. By focusing on the prospect's perspective, you avoid defensive reactions and promote a calm, rational dialogue, reducing the risk of conflict.

| How to create the Chekhov Technique?

The PORQ Framework for objection handling uses four key elements, mirroring Chekhov's empathetic and logical approach:

1. **Pattern:** The Pattern is the most significant distinction across all of my Objection Handling Techniques. In most cases, it also serves as the opening line to address objections.
2. **Objection:** The Objection step is used to demonstrate that you've listened attentively to their concerns.
3. **Rational Explanation:** The Rational Explanation provides a logical explanation that addresses the prospect's objection.
4. **Open-Ended Question:** The open-ended question shall be used to engage prospect in further dialogue.

| Example:

Scenario: Price Objection from a Chief Marketing Officer (CMO)

Objection: *"Your software is too expensive."*

1. **Pattern:**
 - *"Let's dive into your concerns together..."*
2. **Objection:**
 - *"about the software being too expensive..."*
3. **Rational Explanation:**
 - *"Especially considering that you don't fully see the cost justification here..."*
4. **Open-Ended Question:**
 - *"What do you need to see in order to justify the costs of our software solution"*



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