



I Background: Crossing Statement

A Crossing Statement is a powerful communication tool in sales that breathes life into your argument, offers the prospect a positive view of their potential future, and clearly illustrates the benefits of your solution. It guides the conversation by painting a vivid picture of the **prospect's improved state** when they choose your SaaS product.

I When to Use a Crossing Statement?

Use a Crossing Statement during the Information Gathering phase to foster rapport and address the invisible question on every prospect's mind: "What's in it for me?" It is especially useful early in the conversation to set a positive tone and assure the prospect of your product's value.

I Why Use a Crossing Statement?

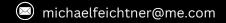
A Crossing Statement skillfully combines your SaaS product's features with the specific advantages and outcomes relevant to the prospect. It's a strategic blend that clarifies how your product's attributes directly benefit the prospect's unique needs, making the value proposition clear and compelling.

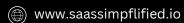
I How to create a Crossing Statement?

A well-crafted Crossing Statement consists of two main elements:

- 1. Towards Statements These statements emphasize what the prospect gains:
 - o Examples: "That means for you...," "That enables you...," "That brings you..."
- 2. Away From Statements These statements highlight what the prospect can avoid or reduce:
 - Examples: "That minimizes your risk...," "That reduces...," "That frees you from..."

Note: Both elements work together to create a balanced narrative, reassuring the prospect of both positive advancements and avoided pitfalls.









| Example:

Use Towards To Statements following this structure:

- What's in it: With our 'Enterprise Suite,' you can replicate your organizational structure within [Company Name or Product Name].
- Towards to: This means your team can adapt seamlessly to a familiar structure.
- **Benefit:** That guarantees increased efficiency based on a structure your team already knows.

Use Away From Statements following this structure:

- What's in it: With 'Enterprise Suite,' you can duplicate your organizational structure in Canva.
- Away from: This reduces uncontrolled, off-brand content creation.
- Benefit: That protects your brand by preventing off-brand publishing.

Use Combinations of Towards To & Away From Statements:

- What's in it: With 'our Enterprise solution,' you can replicate your organizational structure within [Company Name or Product Name].
- Away from: Say goodbye to uncontrolled content creation in the publicly available solution.
- **Towards to:** You are moving towards a standardized content creation experience for everyone in [Company Name or Product Name].



Additional Ressources

- <u>www.saassimplified.io</u>
- Podcast available on Spotify, Apple Podcasts, Castbox