

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:
 - 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.



I 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].





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

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

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