

BATTLE CARD

Crossing Statement

The Concept of the Crossing Statement



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SaaS Simplified.



5 Towards To Statements

- 1 "That means..."
- 2 "That guarantees..."
- 3 "That increases..."
- 4 "That enhances..."
- 5 "That enables you...."



5 Away From Statements

- 1 "That minimizes your risk..."
- 2 "That protects..."
- 3 "You are getting away from..."
- 4 "Therefore you are limiting..."
- 5 "That frees you from..."



Examples

Here's an example of a **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: That frees you from uncontrolled content creation as you have it right now.

Towards to: And, you are moving towards a standardized content creation experience for everyone in [Company Name or Product Name].



Examples

Here's an example of a **Towards To** statement:

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

Here's an example of an **Away From** statement:

- **What's in it:** With our 'Enterprise Suite,' you can duplicate your organizational structure within [Company Name or Product Name].
- **Towards to:** This means reducing uncontrolled content creation that can harm your brand.
- **Benefit:** This protects you from off-brand publishing.