

BLUEPRINT

Getting to the Decider

Learn how to ask for the Decider



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

I Background *Getting to the Decider Questions*

Think about this: you've uncovered a large prospect and determined that the Champion appears to have a business pain you can help solve. You've done the preliminary qualification, but how do you know if your Champion can allocate budget? Most likely, they can't, so you'll need to bargain for access to the person with signatory power in the company.

I When to Use *Getting to the Decider Questions*

Before using the Questionsu, you need to differentiate whether you are speaking to a Champion (a person who cannot sign or authorize budget) or a Decider (a person who can sign or authorize budget). Once you have done this and identified a Champion during your initial Discovery Call—and that Champion is convinced your SaaS is the right solution—you can then ask for access to the Decider.

I Why to Use *Getting to the Decider Questions*


You should use the Getting to the Decider questions to connect with the Decider early in the sales funnel. This allows you to present tangible results (e.g., ROI metrics) and/or summarize key points discussed in previous meetings with the Champion. Do not rely solely on your Champion for this, even if you trust them wholeheartedly.

I How to create *Getting to the Decider Questions*

The initial Leading Question below could be asked right at the end of the Discovery and/or Product Demonstration. It goes like this:

If you become convinced that [Your SaaS] will improve your business, what has to happen then? What will you do?

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I Example *Getting to the Decider Dialogue Scenario*

Sales Rep: If you become convinced that [Your SaaS] will improve your business, what has to happen then? What will you do?

Champion: I would need to run it past my Manager.

Sales Rep: Sounds good. Let's schedule a 15-min touch base with [Decider Name] to update them on our discussions and get their thoughts on what to evaluate. When works?

Champion: No. There is still some work to do on the evaluation side.

Note: If Champion does not want to agree to a meeting with Decider than Bargain for Access)

Sales Rep: I understand there's more to do. Let's meet with our Solution Architect to confirm fit. If it works, could you arrange an intro with [Decider]?

Champion: It's to premature to think about that. We will see.

Note: If Champion does not want more details than Test the Buyer)

Sales Rep: Too premature? Who else should be involved in evaluating either the technology or the financial proposal at this stage?

Champion: Nobody. I am deciding anyways. The contract is just a formality.

Note: If Champion is still hesitant to give you access to the Decider than Offer Proof)

Sales Rep: Typically, [Deciders] need ROI assurance before moving forward, which can cause delays. Would your boss be interested in a ROI run-through if tech works?

Champion: No. I don't want to continue at this point in time. We are not ready.

Note: If Champion does not agree after pushing back four times, I suggest to walk away.

Main Takeaway:

- Ask for Decider as part of conversation - make it a habit to ask early
- Expose buying processes early and fast track your Closed/Won's
- Bargain for access using Proof as a last chance!



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Additional Ressources

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



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