

I Background: Who was Harry Houdini?

Harry Houdini, born Erik Weisz in 1874, was a legendary Hungarian-American illusionist and escape artist. Known for his seemingly impossible stunts, Houdini gained worldwide fame by mastering the art of escape, thrilling audiences with acts such as escaping from handcuffs while dangling from a bridge, breaking free from straight jackets, and surviving underwater confinements. Some of his most famous performances include the 1907 Bridge Jump Handcuff Escape and his daring overboard box escape in 1917.

Houdini's work went beyond physical escapes; he was also a talented magician and master showman.

I When to Use the Houdini Technique?

The Houdini Technique is ideal when facing objections that limit a prospect's understanding or openness toward your SaaS product, regardless of the specific concern. Whenever a prospect seems fixed on a single issue—whether it's pricing, specific features, or another perceived limitation—the Houdini Technique can help redirect their focus, inspiring a broader view of your solution. This technique works especially well in situations where an objection reflects curiosity or underlying interest, as it can engage prospects by transforming their concern into an opportunity for further dialogue and exploration.

I Why Use the Houdini Technique?

The Houdini Technique brings a touch of artistry to objection handling, creating a memorable and persuasive experience for the prospect. Like Houdini's captivating escape acts, this approach allows you to:

- Shift the prospect's perspective from narrow objections to a more holistic understanding of the solution.
- Spark curiosity and interest by framing objections in imaginative, positive ways.

| How to create the Houdini Technique?

Make use of the PORQ Framework. Quick run-through the PORQ Framework to Handle Objections:

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 SaaS is too expensive in comparison to competitors."*

Let's explore how Houdini might have responded to the following objection, considering his unique character traits:

1. **Pattern:**
 - *"We can escape all of this..."*
2. **Objection:**
 - *"thinking around being too expensive..."*
3. **Rational Explanation:**
 - *"our software is like a symphony of advanced features..."*
4. **Open-Ended Question:**
 - *"Beyond price, what other elements are crucial for you?"*





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Additional Ressources

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



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