BLUEPRINT

Negative-Cue Questions

Offer the Hypothetical Fix

MICHAEL FEICHTNER

SaaS Simplified.

The 3-Pronged Approach to SaaS Sales

I Background *Negative-Cue Questions*

The prospect seems interested but hesitant. The rookie move? Dive straight into comparisons—how your product is faster, cheaper, or just plain better. It's tempting. But here's the thing: That's what everyone does. And when you sound like everyone else, you end up in a bidding war where price often wins In sales paying attention to the negative space is massively important.

I When to Use *Negative-Cue Questions*

You're in the Discovery phase with a prospect—whether they've landed in your inbox through an inbound inquiry or you've reached out cold. The temptation is to stick to the script, ticking off questions that confirm fit and gauging interest. But here's the truth: Real insights rarely come from what's obvious. They live in what's missing. Negative-Cue Questions help uncover objections early in the sales funnel.

I Why to Use *Negative-Cue Questions*

It isn't just about uncovering gaps in their current solution. It's about positioning yourself as an expert who brings value to the table. By asking probing, insightful questions, you show that you've been here before. You've worked with others like them. And because of that, you can offer something more than a sales pitch: market insights, fresh perspectives, and solutions they hadn't considered.

I How to create *Negative-Cue Questions*

Early Discovery

Frustration Finder

Goal: Understanding the prospect's current pain with current SaaS.

Mid Discovery

Hypothetical Fix

Goal: Understanding if the prospect is open to change to new SaaS.

End Discovery

Setback Spotlight

Goal: Understanding what the prospect wants solve.

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I Example *Negative Cue Questions*

Early Discovery: Use the **Frustration-Finder Question** to surface the initial pain near the beginning of your conversation with the prospect. Ideally after you have gained some initial benefit of the doubt and managed to build rapport. By asking this question you lay the foundation for later impact questions.

Exemplary - Frustration Finder Questions:

1. To better understand your needs, could you share any areas where your current setup *(*or replace set-up electively with tech stack, SaaS, or product)* hasn't met your expectations?
2. What challenges have you faced with your current solution in achieving your goals?"
3. Are there any specific processes or tasks in your workflow that feel unnecessarily time-consuming or frustrating?

Mid Discovery: Use the **Hypothetical-Fix Question** after you've uncovered the initial frustration but do this before presenting anything from your SaaS. Asking this question allows you to see if your prospect has mentally considered alternatives and what their wishes are.

Examplary - Hypothetical-Fix Questions:

1. If you could make a change to your current set-up today, what would you focus on enhancing immediately?
2. If you could design the perfect solution, what would it look like, and how would it change your day-to-day operations?
3. Imagine you had a tool that could eliminate *[specific frustration they mentioned]*—how would that impact your team's productivity?

End Discovery: Ask the **Setback Spotlight Question** at the end for you Discovery Call or when you are about to transition into product demonstration. Asking this question before the product demonstration will reveal if the prospect is receptive to change.

Exemplary Setback Spotlight Queuestions:

1. Before we move forward, could you share any setbacks or challenges you've faced in trying to meet your recent goals with your current set-up?
2. What risks or missed opportunities do you see if you continue using your current setup for another year?
3. "Have you ever experienced a situation where sticking with your current solution led to delays or lost opportunities? How did that impact your business?

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Additional Ressources

- www.saassimplified.io
- Podcast available on Spotify, Apple Podcasts, Castbox

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