



S2 E8



MICHAEL FEICHTNER

## SaaS Simplified.

Creating Battle Cards to Master  
Prospect and Customer Interactions  
with Confidence

# SAAS SIMPLIFIED PODCAST

S2E8 - OBJECTION HANDLING: THE CONCEPT OF THE MANSART TECHNIQUE

## Episode Learnings

### | What is the Mansart Technique about?

Jules Mansart's technique in dealing with the King described: "His particular skill was to show the king plans that purposely included something imperfect about them, often dealing with the gardens, which were not Mansart's specialty.

### | 5 Patterns of the Mansart Technique?

- **Competitors' solutions often have problems...** This phrase suggests that other companies' offerings may not be perfect, urging a critical look at their strengths and weaknesses.
- **Budgets often run out...** This phrase acknowledges that financial limitations are common, highlighting the need for careful spending and creative solutions within tight budgets.
- **Solutions are rarely perfect for everyone...** This phrase recognizes that circumstances don't always align perfectly, emphasizing the importance of being flexible and proactive despite timing challenges.
- **I may not know everything yet...** This phrase humbly admits that there may be things you still need to learn or understand, showing openness to gaining more knowledge.
- **I don't have the full picture yet...** This phrase indicates that you don't fully understand the situation, showing a willingness to gather more information before making decisions.





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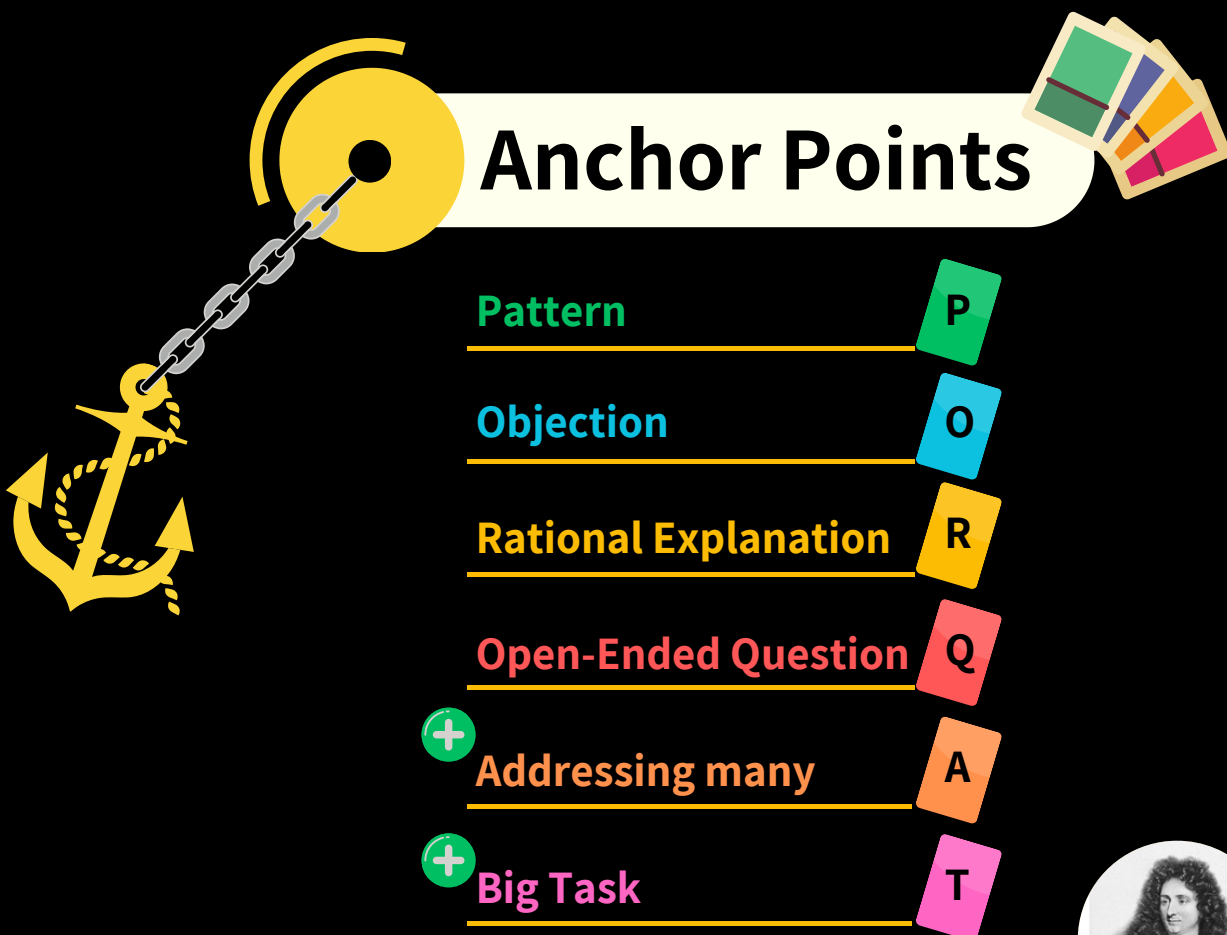
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### Episode Learnings

#### | How to create the Mansart Technique?

Within my Objection Handling Framework, an array of Anchor Points typically forms the backbone. These Anchor Points serve to provide a structured mental framework that is both easy to recall and apply across diverse situations. The Mansart Technique can also be used in tandem with a Bridging Statement, which I actually did in Episode 8.





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## Handling the Objection not using the Mansart Technique

### | The Objection



**Prospect:** I'm concerned that working with your visual communication platform won't address the root cause of people disregarding internal policies. In fact, I've closely examined the demo environment you provided my team, and I must say that the current navigation is excessively complex and overwhelming for us. If you don't improve the navigation, we're unwilling to switch providers.



### | The Original response



**Sales Rep:** We believe our platform is user-friendly, and we're confident it can address your concerns. As for the navigation, we'll take your feedback into consideration. However, we're sure you'll find it easier to use once you're familiar with it. We hope you'll reconsider switching providers.



### | Interpretation

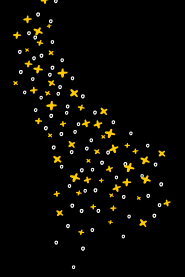
WITHOUT ANCHOR POINTS FRAMEWORK

- **Lack of Acknowledgment...**The response does not acknowledge the CTO's concerns about the root cause of people disregarding internal policies.
- **Lack of Empathy...**The response does not demonstrate empathy towards the CTO's concerns. Instead, it appears dismissive by simply stating confidence in the platform's usability.
- **No Action Plan...**It doesn't outline a clear plan to improve the platform or address the CTO's concerns, which might make the CTO feel like their concerns aren't being taken seriously.





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Handling the Objection **using** the Mansart Technique + Bridging Statement

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## | The Objection

**Prospect:** I'm concerned that working with your visual communication platform won't address the root cause of people disregarding internal policies. In fact, I've closely examined the demo environment you provided my team, and I must say that the current navigation is excessively complex and overwhelming for us. If you don't improve the navigation, we're unwilling to switch providers.

## | The Mansart Technique response

**Sales Rep:** It's interesting to note that many CTOs face similar challenges. In fact, recent conversations indicated that simplifying navigation in the product for end users are among the top concerns for CTOs just like you. Solutions are rarely perfect for everyone, could you help me understand which aspects of the navigation you find most complex or overwhelming?

## | Interpretation

WITH ANCHOR POINTS FRAMEWORK

- **Discussing other use cases...**Establishes credibility, transparency, and demonstrates engagement with individuals similar to the CTO.
- **Communicating with certainty...**Instills immediate trust from the CTO, prompting them to lean in and add value to the conversation.
- **Utilizing the Mansart Pattern...**A strategic open-ended question after a Bridging Statement not only acknowledges imperfection but also shows humility towards the CTO, elevating objection handling to a superior level of effectiveness.





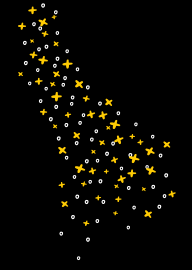
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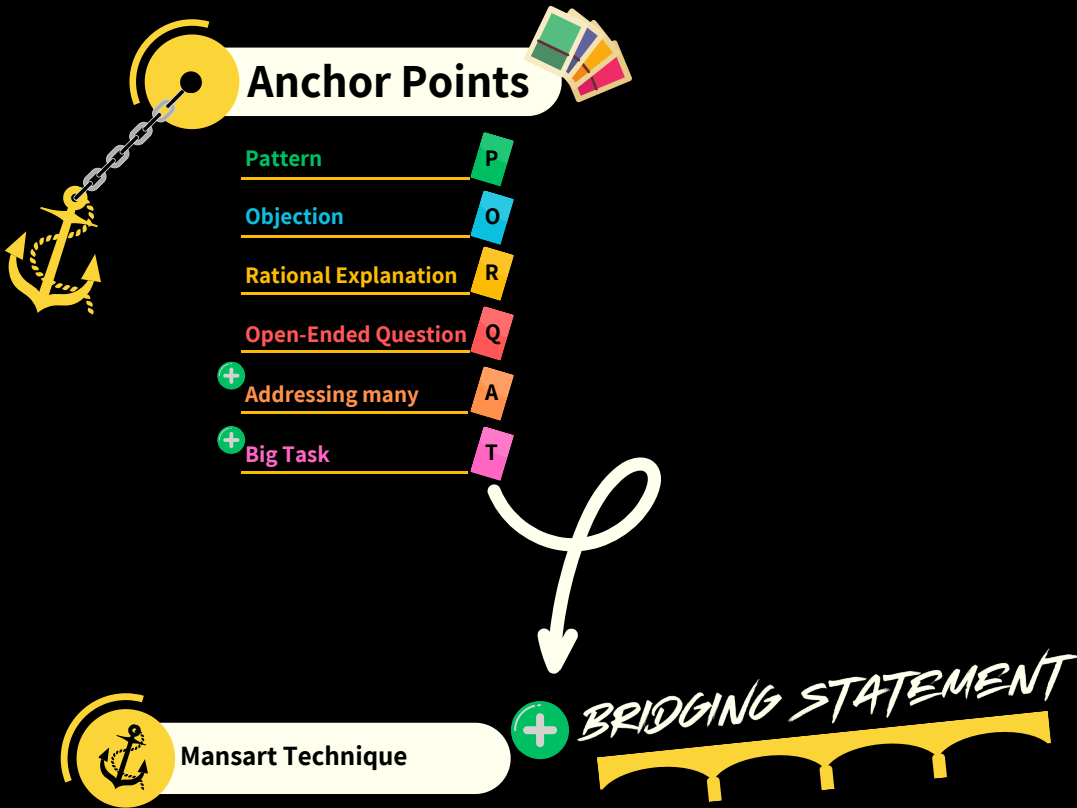


## Mansart Technique broken down in Anchor Points

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| Transition from Framework > Response



- T** It's interesting to note that many CTOs face similar challenges. In fact, recent conversations indicated that simplifying navigation in the product for end users are among the top concerns for CTOs just like you.
- A**
- P** Solutions are rarely perfect for everyone, could you help me understand which aspects of the navigation you find most complex or overwhelming?
- Q**





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# Episode Takeaways

## I Main Takeaways

### Takeaway 1: Admitting Flaws can help you in Sales

- The Mansart Technique is about admitting flaws and encouraging the customer to suggest improvements. This makes the customer feel important. Though, remember, you are doing this deliberately! You are doing this by asking for the CTO's opinion on the navigation and what the CTO finds most complex or overwhelming

### Takeaway 2: Adding Credibility in your response never hurts

- The Bridging Statement is used with the Mansart Technique to show that you understand the customer's problems because you've dealt with similar issues before. You build trust and credibility by mentioning that you are working with companies similar to XYZ.

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