Distinguishing Features and Benefits Exercise

In this exercise we will learn how to speak in the voice of the customer. We will do this by discovering what motivates them to purchase. Let’s work backwards from your product or service. Your product or service has features. Some examples include:

- A warning light
- We deliver onsite with 1 day turnaround
- It’s finished with a weatherproof paint
- It’s extremely reliable

Enter four features your company or organization provides:

1. ______________
2. ______________
3. ______________
4. ______________

For each of these features, consider the “Why” behind each feature.

- Why is a warning light important?
- What’s the benefit of having a 1 day turnaround?
- Why is a weatherproof paint have value?
- What’s the benefit of having it extremely reliable?

People don’t buy features they buy benefits. The classic example:

“People don’t want to buy a quarter-inch drill. They want a quarter-inch hole.”

(Harvard Business School Leavett/McGinneva)

Four each of the four features above associate the benefit:

1. Feature/Benefit ______________ / ______________________
2. Feature/Benefit ______________ / ______________________
3. Feature/Benefit ______________ / ______________________
4. Feature/Benefit ______________ / ______________________

Benefits address pain and desires.

1. Benefit/Pain or Desire ______________ / ______________________
2. Benefit/Pain or Desire ______________ / ______________________
3. Benefit/Pain or Desire ______________ / ______________________
4. Benefit/Pain or Desire ______________ / ______________________
One common issues with new sellers is they don’t know what to say when they first contact a prospective client. Let’s take this data and build a compelling message. Take the script below and fill in the blanks:

Hello ___Thier name________
My name is ___Your Name_____ and
I was talking to ____Another Company Name_________
and they mentioned they have a ______Pain/Desire_________
Is that true for you too?
We provide ______Benefit_________
with our ______Feature_________.
Do you think this could add value to your business too?

Stand up and read it out loud 10 times are until you feel you can speak it seamlessly. Now try it out on someone

Good luck!