



Distinguishing Features and Benefits Exercise

In this exercise we will learn how 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/McGinnea)

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!