

No More Features – It's All About Benefits

Sales Tip: Stop Listing Features and Tell Your Customers The Benefits.

If you are truly interested in attracting more buyers, a big sales tip to achieve that goal is: Stop Listing Features and Instead Tell Your Customers the Benefits.

All of your products bells and whistles don't mean a thing to the perspective buyer unless the feature can be translated into a clear benefit by answering any one of these questions:

- What's in it for me?
- What results am I going to get to improve my current situation?
- Will it make me or my organization healthier, wealthier or wiser?

Sales Huddle

Select one product and work through these 5 Questions:

5 Questions to Get Clarity on Benefits

1. What is the Primary Benefit your product delivers?
2. Does the product deliver this benefit in a unique way? If so, explain.
3. Is there a metaphor which explains how your product produces the Primary Benefit?
4. What are the collateral benefits unique to your product (and the positive side-effects?)
5. What is the order of benefits based on their expected value or importance to the prospect?