

Benefits on Steroids

Direct the movie in their mind, painting the picture of the EXPERIENCE they will gain from the Benefit.

It's drilled in your head to turn features into benefits. But what if you put the benefits on steroids? Before we talk steroids, let's take a closer look at what is actually happening with turning features into benefits.

Let's take a pencil for easy sake. This pencil has a soft easy grip (Feature), which makes it easier to hold (Benefit). Or a car - This car is red with a retractable hardtop (2 Features), which gives you the sporty look you are interested in (Benefit).

Now Benefits on Steroids... this is where the sale is really made!

This pencil has a soft easy grip, which makes it easier to hold, allowing you to write smoothly for hours without any pain or being slowed down from writing your manuscript.

This car is red with a retractable hardtop, which gives you the sporty look you are interested in. Imagine yourself driving down the road, wind blowing on your face and people in the cars you pass looking at you with awe and envy.

Sales Huddle Energizer

Ask your team to select the most sought after features of your product and write the feature to benefit conversion.

Then, share the car and pencil examples.

Next, pair your reps and ask each pair to turn their benefits on steroids.

Should be fun, interesting and prove the point... people really buy the emotional experience. Bet your reps start ramping up their benefits now!