

Features & Benefits

Sales Techniques





Objective

A Really important part of sales, its the pitch or description of what are we selling, the best way to deliver this information with a hook to generate interest is using features and benefits. Not limited to be use only in the pitch, but when we try to rebuttal, or rebuild value, using the features and benefits will work the best.

We will define both features and benefits during this session and also learn how to link the need.

Features

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What is a Feature?

Feature suggests an outstanding or marked property that attracts attention.
In other words, a features is something out of something.

For our best interest, 411 Locals Online presence package features are:

- Google 1st page placement
- Pro marketing website
- 50+ online directories



Benefits

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What is a Benefit?

Something that produces good or helpful results or effects or that promotes well-being.

Basically you can make a benefit out of any feature, just by understanding how that feature can help the person.

The benefits of the OPP, could be listed many ways, lets practice a little bit.



Linking the Need

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Link the need

- By using both features and benefits, we can make a stronger pitch or rebuttal, its a matter of getting to know your customer, and using the appropriate feature along with the benefit, this action is called, **LINK THE NEED**.
- Mentioning any feature randomly wont work, so make sure you talk something that goes with the customer interest, that way is going to be easier to link how our product will help them to get what they want,

FAB: Features, Advantages, Benefits



Features, Advantages, Benefits

Example:

Feature: "The OPP includes website creation."

Advantage: "This gives you a professional online presence that builds credibility with potential customers."

Benefit: "It increases your visibility, attracts more customers, and ultimately leads to more sales."

Practice time!

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Use Features and benefits according the customer need

Scenario 1

Customer mention that want to accommodate more jobs and get more money but is not getting a lot of customer by using word of mouth.

Scenario 2

Customer has demonstrated that invested many times in other lead generator companies and not getting that many results.

Use Features and benefits according the customer need

Scenario 3

Customer is using presentation cards, and is not getting that many results

Scenario 4

Customer look for expansion and losing customer due to competition.

¿Questions?

