



DEMO

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INTRODUCE PRICE EARLY

*Before I show you
the benefit, let me
share our pricing so
you can start to make
sense of our value
proposition...*

PRE-CLOSE INTENTION

*My goal is to get
your company on our
product, delivered
and installed by
_____ (date).*

SELECTION OF THE PRODUCT/ SERVICE

1.

2.

3.

4.

5.

6.

PRODUCT FEATURE, ADVANTAGE, AND BENEFITS FORMULA

Product:	_____
Feature:	Distinctive Attribute
Advantage:	Favorable Position
Benefit:	Profit Gained

1.

2.

3.

4.

FEATURE, ADVANTAGE, AND BENEFIT EXAMPLE

Product	Feature	Advantage	Benefit
Kangen Water	9.5 Alkaline Setting	Healthy pH Levels	Disease Free
Mont Blanc Pen	Snow Cap	Easily Distinguished Luxury Writing Tool	Confidence/ Prestige/ More Deals
Gulfstream G550	50K LB Fuel Capacity	14 Hours Non-Stop	Access To Anywhere In The World At A Moments Notice--Freedom
Private Education	20 Students Per Class	More Attention From Teachers	Kids That Are Faster/ Confident
Boot Camp	Bring Key Employees	Everyone On The Same Page	More Sales



EXERCISE

List out the following for your product/service.

Product	Feature	Advantage	Benefit