

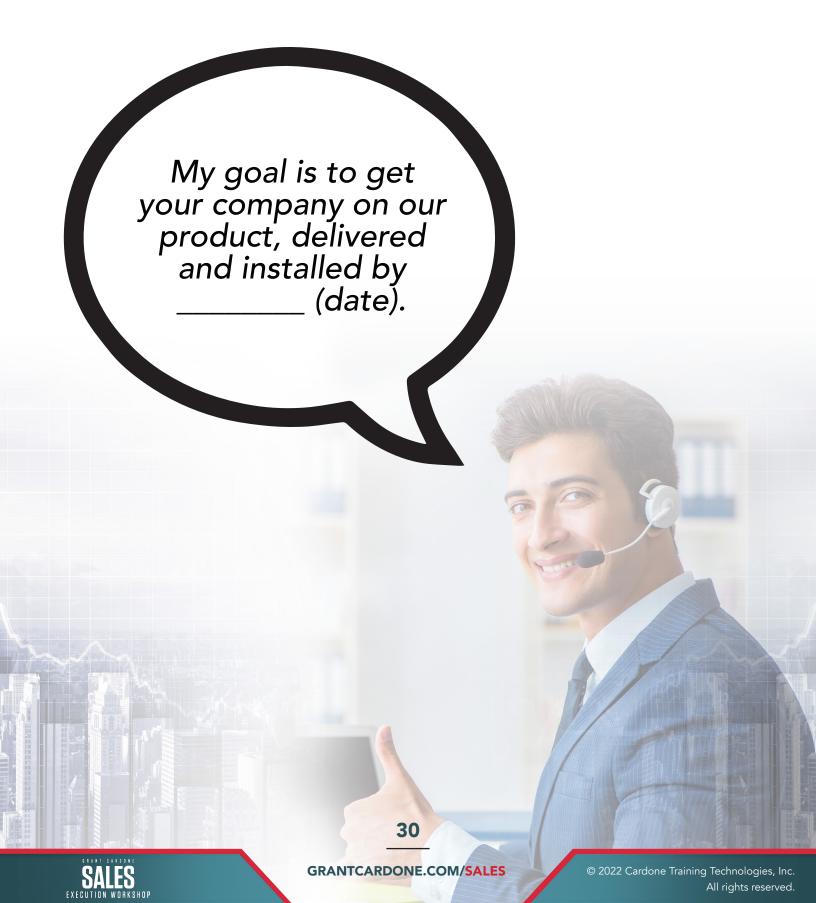
DEMO



INTRODUCE PRICE EARLY



PRE-CLOSE INTENTION



SELECTION OF THE PRODUCT/ SERVICE

1.		
2.	 	
3.		
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4.		
5.		
6.	 ΑΑ	
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PRODUCT FEATURE, ADVANTAGE, AND BENEFITS FORMULA

Distinctive Attribute	
Favorable Position	
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 NoticeFreedom
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



List out the following for your product/service.

Product	Feature	Advantage	Benefit