



Business Builder

Tips & Techniques to Help Your Business Grow

Use Features AND Benefits to Increase Your Sales

A big mistake that marketing novices make is focusing on the features of their products or services, instead of the benefits. Features are what your product or service is or has. Benefits are what those features will do for your customers.

For instance, the “features” of a coffee cups might be:

Feature 1: Large size

Feature 2: Ergonomically designed handle

Feature 3: Can be used in microwave

Feature 4: Thermal design

Feature 5: Personalized with your name

Now, here’s what those features mean to your customers:

Benefit 1: Large size means you have to fill up less often

Benefit 2: Ergonomically designed handle makes it comfortable for you to hold for long periods of time

Benefit 3: Being microwaveable means you can heat up your drink

Benefit 4: Thermal design means your drinks will stay hotter longer

Benefit 5: Personalized with your name means others won’t use it

People don’t buy 1/4 inch drills– they buy 1/4 inch holes! They buy what your product or service can do for them. Don’t assume that your customers know what each feature of your product or service will do for them– spell those benefits out in simple terms they can relate to.

Focusing on the benefits is a powerful way to get the attention and interest of your very best prospects and customers!

For more business tips, visit our website
www.wgra.net/business_builder.htm

