



# **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](http://www.wgra.net/business_builder.htm)

