

6. FEATURES & BENEFITS

Ensure you're looking at your offering from the clients perspective.

It can be easy to see your products and services from your own viewpoint, however, switching perspective to your client can be invaluable.

Each of the features your product offers, may be better presented as a benefit to the client.

For example, you offer Saturday delivery, the benefit to the client is convenience. A television may offer a new technology, but it's important to communicate the benefit - a better picture.

Feature	Benefit
Feature	Benefit
Feature	Benefit
Feature	Benefit