

Benefit and feature

Fill-in-the-blank Benefit and Feature

Answer the following

Do you try to make people see the value of using your product or service?

Do you clearly define the benefit and feature of your product or service.

Do you differentiate between what is a benefit and what is the feature of a product?

Have you systemise and automate your benefit and feature that was successful and documented why it has failed.

The purpose of the core asset FB fill-in-the-blank questionnaire is to assess if you have understood that your product or service needs to be beneficial to your customers and your feature need to be functional and beneficial to your customer.

You can evaluate its effect on your audience, its application to your business, customers acquisition, leads generation and sales.

Understanding the strategies and tactics used in the playbook can increase your income if you use them in conjunction with each other to produce better results and gain successful sales.



Marketing Tips

- Always clearly define the benefit and feature to your potential customer or your customer for them to see the value of using your product or service. Because people buy on the WIFT (what in it for them).

SOURCE: GIRLFRIDAYZ

My Personal Support Package



If you need one to one support. We offer a 30 minutes zoom or what's app call monthly to support you and encourage you to implement the playbook tactics and strategies to your advantage and achieve greater in your business.