



What do you REALLY sell?

- People don't buy circus tickets – *they buy thrills*
- People don't buy eyeglasses – *they buy vision*
- People don't buy drill bits – *they buy holes*
- People don't buy oil and gas – *they buy heat*
- People don't buy houses – *they buy stability and a safe place for them and their families*
- People don't buy swimming pools – *they buy fun family time, health benefits and relaxation*
- People don't buy subdivisions – *they buy neighborhoods and the neighbors and amenities that go with it*

Sell Benefits – not Features

A feature is a factual statement about a product or service. Factual statements aren't why customers buy. Benefits are the reason. Features are things that might be included in the "about me" section of a website or personal brochure. Features describe details. Factual statements called features:

- Self-Cleaning Oven
- 24 Hour Hotline
- In Business Since 1985
- Award Winning
- Large Trees

Prospects and clients care very little about these statements. Not one of these examples tells a prospect how their life will improve as a result of working with you and buying what you are selling. Instead translate the features into benefits:

- Convenience and time saver (self-cleaning oven)
- Immediate, easy access and quicker answers (24 hour hotline)
- Reliability and stability (in business since 1985)
- Increased sales and market awareness (award winning)
- Privacy, protection from elements and increased property value (large trees)

Benefits sell. Benefits clearly answer the customers question of "What's in it for me?" or "What results will I get that will improve my current situation?" The most compelling benefits are those that provide emotional or financial return. It's not the steak, it's the sizzle. It's not the gift, it's the thought. It's not price, it's the overall value. Emotional returns are related to the customer feeling better in some way. Financial returns generally save money or make money for a customer.

Determine the features that you **and you alone** possess – then translate them into the benefits your clients will reap by doing business with you. That's what you promote. Emphasize benefits in all of your marketing communication.

**WHAT ARE YOU OFFERING?
HOW WILL YOU DO IT?
GIVE IT PERSONALITY!**