

Features vs Benefits

One major component of successful sales is your ability to describe and share your product's or service's features and benefits. When cold calling or demonstrations, novice sellers are quick to focus on features because they are so obvious: this luggage 32x48 inches, this dish comes in blue or gold, we have same day turnaround and so forth.

But **WHY** is having it in 4 colors important?

WHY is same day turnaround important?

Although you need to talk about the features, *you need to sell benefits!* Customers are not typically interested in the features of your product or service, at least not directly. When you think about the automobile industry, for example, telling people that the dashboard has a built-in digital map with GPS coordination is one thing is a feature, but the reason **WHY** they would be interested in such a device:

You'll never get lost!, that's the benefit!

When selling do you find yourself gravitating towards the features of your product? Or do you sell the benefits? There is a huge difference if you focus on one or the other and the likelihood of closing a sales is dependent on it.

Let's look at some examples.

Feature	Benefit
Apples contain Vitamin C	An apple a day, keeps the doctor away
The Acme Model Z gets 40 Miles Per Gallon	The Model Z will save the average driver \$500 a year
Hurricane Waves Waterpark has 15 waterslides	You will be a hero to your kids when they spend the day at Hurricane Waves Waterpark
1 inch drill bit	Makes a 1 inch hole

So why do so many sellers fail to communicate benefits? Because they don't have a full understanding of the actual impact their offering has. They know what it is intended to do, but not necessarily why that really matters.

They have the wrong perspective.

Master sellers take the prospective buyers viewpoint. They work hard to understand what matters to their target audience in order to articulate the meaningful benefits of their product, service or community. It is hard work to get those insights. But, without them it is impossible to know what the benefits are.

Benefits get your target audience excited about your products and emotionally involved. Benefits create desire. An easy way to think about how to use benefits and features is to first **capture attention and engage imagination** by stating the benefit and then share features to convince your target that the benefit is genuinely achievable.

Now that you've seen some examples of benefits associated with features let's take a moment and consider the features in your product or service.

1. Take a piece of paper and draw a line down the middle.
2. On the left side write all the features of your product or service, and on the other side write out the corresponding benefit that goes with that feature.
3. Keep in mind that the benefits column is where the power of making a sale comes in.
4. For those of you who don't sell products, but sell a service, this works just as well for you.

When assembling your list remember this:

- A feature is **WHAT** your product, service or community has or does.
- The benefit is **WHY** the feature is important to the person you are communicating with.

Product or Service Name: _____

Features	Benefits