

PURPOSE: Both features and benefits are equally important to make a sale. **Features** are defined as what a product or service can do. **Benefits**, by definition, are what a product or service can do for the buyer. Identify 5 primary features of your products and services, and then connect them to the typical benefits for most clients.

HOW TO USE: Use this form to better understand your company's products and services Unique Value Proposition.

FEATURES: <i>Our product or service does/has...</i>		BENEFITS: <i>It helps you...:</i>
1.	SO...	
2.	SO...	
3.	SO...	
4.	SO...	
5.	SO...	