

RSS #5
10 Points

Name: _____

FEATURES AND BENEFITS
READY-SET-SELL

Product or Service: _____

Features are the facts about your product or service whereas the benefit is the end result or the value of that feature to the customer. The benefit is the bottom line in that it is what your product or service will do for the customer.

Feature	Benefit	Further Benefit
Because of this feature	<u>You will be able to</u>	<u>Which means that</u>

