

RSS #7
10 Points

Name: _____

Selling Points
READY-SET-SELL

Complete all of the following pages dealing with selling points. Present selling points designed to convince your prospect that your plan can help them. Write how you would say it.

Product or Service: _____ **Customer:** _____

1. Selling Point No. 1

State the fact or feature.

Support with evidence.

Show the benefit.

Secure the agreement.

2. Selling Point No. 2

State the fact or feature.

Support with evidence.

Show the benefit.

Secure the agreement.

3. Selling Point No. 3

State the fact or feature.

Support with evidence.

Show the benefit.

Secure the agreement.

4. Selling Point No. 4

State the fact or feature.

Support with evidence.

Show the benefit.

Secure the agreement.
