



Sales Mastery Series WITH THOM WINNINGER

Value Selling

It's important in the sales cycle to give a lot of attention to methods for demonstrating value. Value certainly is created in the beholder and is affected by many things. In this session, we will focus on the features of your product and service as a value-based selling tool. Features are facts about your product or service, unpersuasive in nature. Features of a computer, for example, would include it's RAM, megabyte storage and speed. An advantage, on the other hand, shows how a feature can help the buyer. The benefit makes them specific to an explicit want on the part of the customer.

Value:

1. _____
2. _____
3. _____
4. _____
5. _____

Feature _____

Advantage _____

Benefit _____

Benefits:

Rules:

1. _____

2. _____

3. _____

4. _____

Experience shows that sales come more easily when you share fewer features but more benefits with the buyer, keeping in mind the fact that the benefits are anchored in explicit want; wants stated by the buyer in the interview phase of the sales cycle. The better job you do during the interview phase of the sales cycle in identifying explicit wants, the easier it will be to identify benefits of the features of your product and service.

Exercise 1:

Illustrate whether the statements listed below are a feature (by placing an “F” on the line), an advantage (by placing an “A” on the line), or a benefit (by placing a “B” on the line).

- _____ 1. This computer has 8 mb of RAM.
- _____ 2. This system costs \$2000.
- _____ 3. It will get the job done faster.
- _____ 4. You said your slow system is causing problems; this system will solve that.
- _____ 5. Our warranty will ensure you’ll get that support you need.
- _____ 6. This model comes with 3 accessories.
- _____ 7. This has great value.

Exercise 2:

List 3 Features of your product/service, then the benefits to your buyer:

Features Benefits

Worksheet 1:

Challenge:

Response:

Worksheet 2:

Challenge:

Response:

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