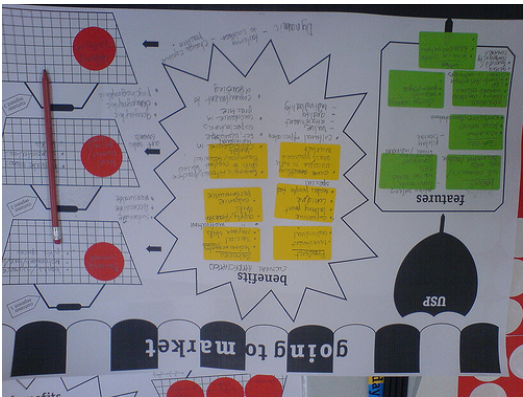


Where does this get us?

Whilst this process of converting features into benefits is really simple it's a really effective way to start to put yourself in your customers' shoes.

It also demonstrates the importance of telling customers why they want what you offer rather than assuming that customers will work this out for themselves (why should they?).

Part of the role of marketing is to make this translation & then to communicate it via a variety of 'marketing communications' activities (more of that later).



You now have a long list of all the possible benefits that a customer might be interested in. If you already have a clutch of customers think about them one at a time and mind map all the benefits you think they gain from your product or service e.g. a personal trainer might sell their time and help clients become fitter but other benefits beyond fitness include confidence, weight loss, new ideas for recipes, a diet more appropriate to their lifestyle etc etc.

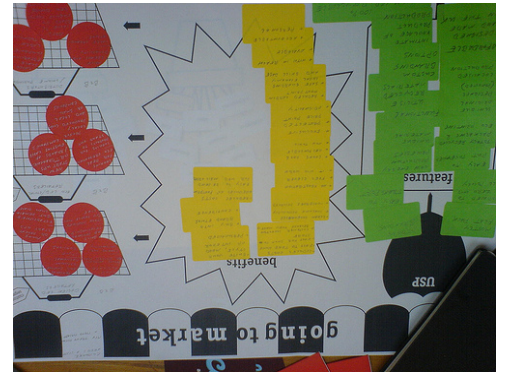
Market Day 4
features and
benefits

Sarah Thelwall

This set of 9 eBooks accompanies the Market Day workshop. You will find the explanations on how to re-do all the activities we covered on the day and a few more resources besides. This eBook takes you through the process of identifying the features of your product or service and helps you translate these into the benefits that customers buy.

Working on your own...

- list all the features of the product or service that you think matter, one per green sticker

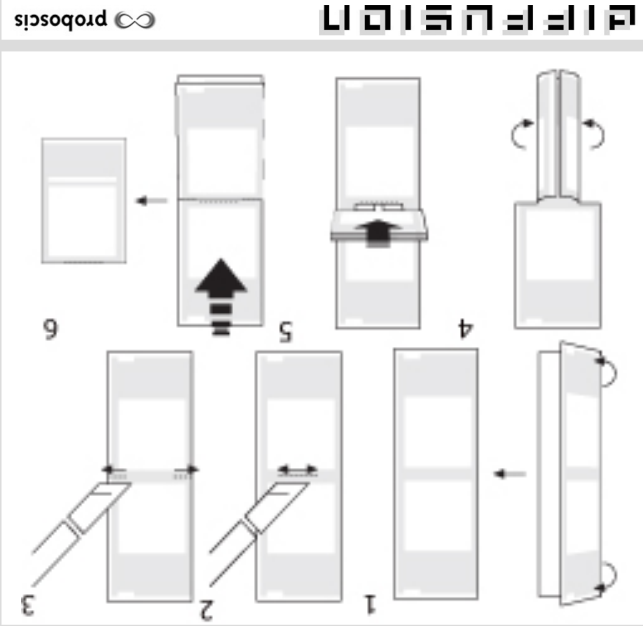


Market Day 4 features and benefits

Sarah Thelwall

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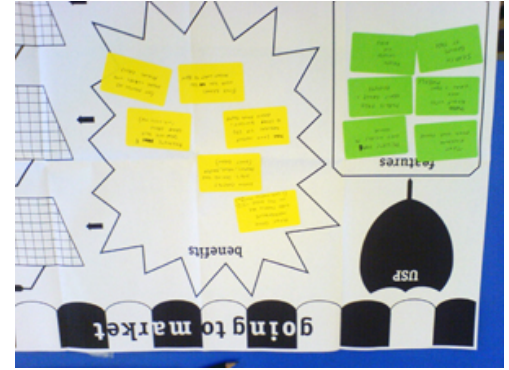
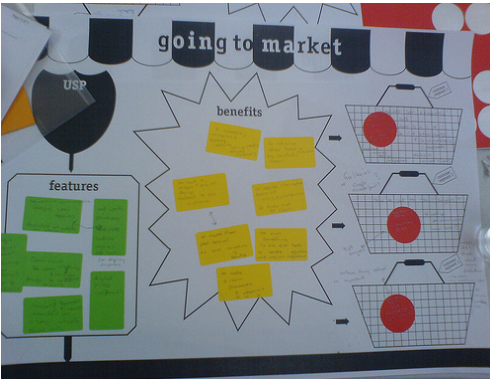
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Customers buy benefits but creators of products & services tend to think about features. This activity translates features into benefits.

Although I've been doing this for fifteen years or so I still find it the easiest way to clearly state the benefits of a product or service.





How else can I use this activity?

I suggest you use this activity any time when you want to work out what to say to customers about your products or services.

You can also use this process with copy that others write about your products/services to ensure that they are writing in benefits not features.

- highlight any that you think are unique to your product and offer an advantage over other products or services that you are competing against



- now convert the features into the benefit for the customer and write these one per yellow sticker (e.g. if I'm in the airport and I buy a five's worth of internet connection I don't buy the feature that it's a 1Mb line I buy fast communication whilst I'm on the move or to quote a marketing cliché "women don't buy make up... they buy hope")