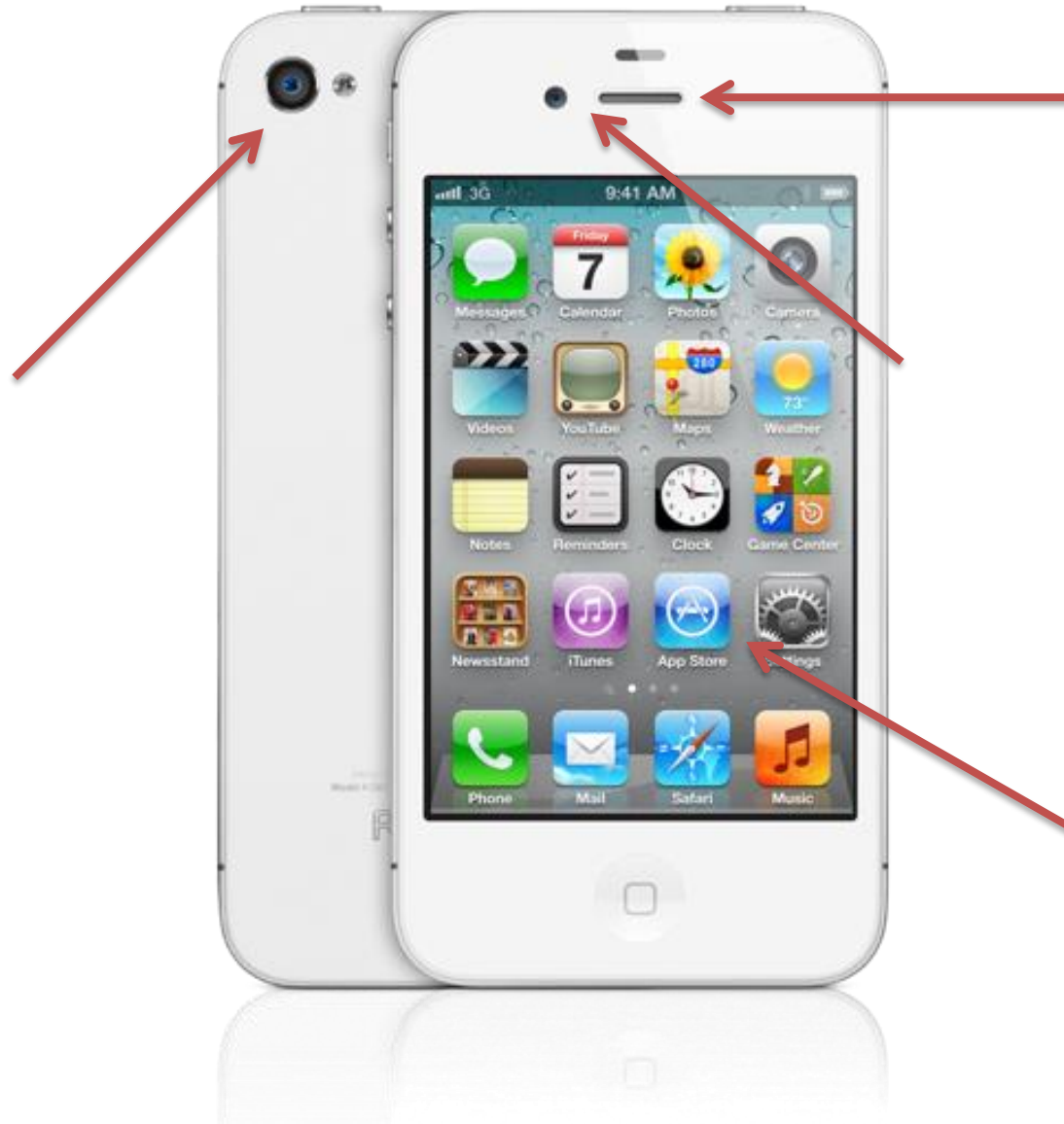


SEM1 1.05 A - Selling



- **PE - Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer**
- **PI – Determine sport/event features and benefits**
- **PI – Describe factors that motivate people to participate in/attend sport/events**

What do you see?



What do you see?



What do you see?



Feature and Benefit

- **Feature:**

- Describes an actual part of a product or service

- **Benefit:**

- Describes how a product or service will directly offer a user a solution
- Answers the question “What’s in it for me?”
- For every feature, there should be a corresponding benefit for a consumer

Define and Identify:

Obvious Benefits and Unique Benefits

- **Obvious Benefits:**

- Easy to recognize

- Example: Alloy Rims vs Factory Grade – Status Symbol
- Example: 4G – Connectivity Availability
- Example: NASCAR- 200+ MPH wins races!

- **Unique Benefits:**

- Specific to the product or service

- Example: Iphone 4S “Suri” – Handsfree
- Example: Victoria Beckham Edition – Exclusive style
- Example: NASCAR – Safety seats – Specially made for the driver

Define and Identify: Hidden Benefits & Feature Benefit Selling

Hidden Benefits:

- Implied but not obvious
- Example: Hybrid Cars = Better gas mileage
- Example: Sketchers Shape-Ups = Ergonomics
- Example: NASCAR – Provided research for automobile creation and innovation

Feature Benefit Selling

- Providing product features to satisfy consumers by offering them a benefit they need or want

Feature-Benefit Chart

Feature	equals	Benefit
Our telecommunications equipment is the most advanced in the world		you will not be upgrading your system for many years
We teach the most up to date English		you will get the best English education available today
we have the best after sales care in the industry	which means that	if anything does go wrong we will be there to help you quickly
We are read by more Koreans than any other online newspaper		you will reach more people than any other newspaper
Our products are the safest in the industry		you will have less accidents than with any other product

Feature-Benefit Chart Example

iPhone Competitive Data, June 18, 2007



Apple iPhone



Nokia N95



Samsung Blackjack



Blackberry Curve 8300



Palm Treo 750

GPS	No	Yes	No	No	Add-On
MMS	No	Yes	Yes	Yes	Yes
3G	No	Yes	Yes	No	Yes
Camera Resolution	2 MPXL	5 MPXL	1.3 MPXL	2 MPXL	1.3 MPXL
FM Radio	No	Yes	No	No	No
Replaceable Battery	No	Yes	Yes	Yes	Yes
Integrated Modem	They don't say	Yes	Yes	Yes	Yes
Weight	135g	120g	99g	111g	154g

Identify sources of feature/benefit information

- Consumer Reports
- Company Websites
- Angie's List
- Blogs
- Government Websites (ie: FDA)
- Social Media
- Twitter

Angie's list.



Distinguish between features and benefits for services versus those for tangible sport/event products

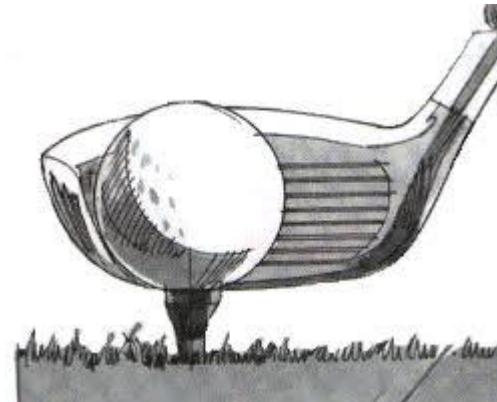
Service

- Example: Sports Spa/Gym
 - Features: Massages, Yoga Classes, Weight lifting classes
 - Benefits: Better health, fewer injuries, better performance



Product

- Example: Golf Clubs
 - Features: Loft, weight, graphite vs. steel, woods vs. irons
 - Benefits: Control, durability, backspin, low score



Describe how to prepare a feature-benefit chart for a product

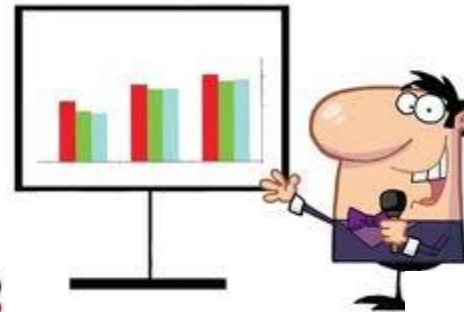
- 1) Identify each feature
- 2) Align each feature with benefit(s)
 - Keeping in mind your target market/customers

Prepare a feature-benefit chart for a product

Feature	Benefit

Explain the importance of understanding why people participate in/attend sports/events

- Target marketing – help to key on your customers
- Assist in market(ing) planning – where to market
- Economic analysis
- Health



Describe techniques for identifying sport/event motivators

- Surveys
- Social Media
- Blogs
- Face to face
- Blind sampling
- Focus groups
- Promotions



Describe ways that salespeople can use sport/event motivators to sell products

- Sample
- Discounts
- Testimonials
- Endorsement
- Exclusive
- Prestige
- Patronage

