

Sent: Wednesday, October 30, 2002 11:29 AM
Subject: FAB IS FAB !

Dear Aquathin Dealer OnLine;

FAB = FEATURES, ADVANTAGES, BENEFITS. Below is a quick read from *The Spin*, a sales and marketing service we receive. The reason, as we discuss at Aquathin U., for printing the "magic 6 boxes" on the reverse side of the brochures which begin with my favourite two words, "Only Aquathin..." is for the Sales Person to immediately point out the FAB and for the Customer to immediately understand the significance. Enjoy the quick read below and discuss with your Sales Team how this technique makes their job easier !

Warmest regards to all,

FOR THE BEST TASTE IN LIFE
Think Aquathin..AquathinK !!
Celebrating our 22nd birthday in 2002 !!!
(visit the allnew <http://www.aquathin.com>)

"Alfie"
Alfred J. Lipshultz, President

P.S. "Splash NewsBulletins", "Forum Q & A", "Allergic Reaction", Tech Bank and Quote Bank... ARE ALL FREE services to all Authorized Aquathin Dealers and their clients to keep you abreast of technology updates and industry news.

The Beauty of Benefits

There are three ways to demonstrate capability during a sales call. The acronym "**FAB**" may help you remember the three ways - it stands for **Features, Advantages and Benefits**. Demonstrating capability is vitally important to anyone who wants to develop a greater mastery of face-to-face selling skills, so today we're going to take a second look at features, advantages and benefits.

To recap: **Features** are characteristics of your product or service. **Advantages** show how products, services, or their features can be used or can help the customer. **Benefits** show how the product or service can meet an explicit need expressed by the customer. "It has a V-8 engine *{IQ-EMP}*" is a feature. "It has a V-8 engine, so

you'll be able to accelerate on hills *{for autoflushing and cleansing of the membrane}*" is an advantage. "It has a V-8 engine, which you said you must have *{to prolong RO efficiency and longevity and save you money}*" is a benefit.

Some sales training models lump advantages and benefits together, but Huthwaite's research shows that the difference between the two is critical. An advantage assumes a customer need that may not really exist, while a benefit responds to a customer need that is already on the table.

Because advantages are based on assumptions that may be unfounded, they can actually create buyer objections. "It has a V-8 engine, so you'll be able to accelerate on hills," says the salesperson, but the customer may reply, "I don't live near any hills, and I don't want to pay for something I don't need."

The beauty of benefits is that they are held in reserve until the customer has stated a desire or an intention to change. When the customer says, "I need to do something," the sales rep is ready to respond with, "Let me show you how we can help." Skillful sellers first help buyers understand problems, and then demonstrate that they have the capability to solve the problems.

The features/advantages/benefits terminology isn't important. What is important is using questions to uncover and develop customer needs, and then demonstrating how you can meet those needs.

Ask the SPIN Doctor

Q: I'm confused. Can the same statement be an advantage or a benefit, depending on the circumstances?

A: A capability of your solution may be presented as either an advantage or a benefit. Advantages are easy to offer but are not very effective. Benefits must be set up skillfully, but they make a significant contribution to advancing the sale.

Advantage: "Try my shredded cabbage - it's good for you." (This may lead to an objection from the customer: "I hate vegetables. I want a steak.")

Benefit: "You say you need more fiber in your diet. My shredded cabbage is an excellent source of fiber."