

The Soulful Sales Code: 6 Figure Sales Skills for your Heart-Centered Business

MODULE 2: PART 2
BENEFITS AND FEATURES



Benefits and Features

Features:

- Facts and information about what your product/service is and how it works

Benefits

- what the result or experience will be for your client/customer if they buy your product or service – what's in it for them, how will it change their life for the better?



Benefits and Features – why is this important?

- Features – primarily speaking to their conscious mind
 - Analyzes things
 - Tries to understand them
 - Tends to look for and make up problems
 - NOT the decision maker!



Benefits and Features – why is this important?



- Benefits – speaking to their subconscious as well as the conscious mind, and engaging with...
 - What they really want
 - The difference they are looking for
 - Getting them powerfully connected to that, and...
 - Wanting to do something to get it!



Benefits vs Features: Products

Example: Hot tub!

Features:

- two motors, waterfall, lights, easy maintenance, cover lift mechanism makes it simple to use

Benefits:

- feeling of luxury, a spa in my own back yard, relaxation, sooo much fun with friends, romantic time with my husband, awesome to warm up on a cold night right before bedtime



Benefits vs Features: Services

Example: Energy Healing

Features:

- how long it takes, what they need to do vs what you do for them, phone or in person, explaining the theory behind it and how it really works, what credentials or training you have completed, what does it come with (like a report or evaluation), is there proof of effectiveness you can show them

Benefits:

- the results they want to get, the difference it can make in their lives, the pain or problem it will solve for them, the experience they want to be having instead of what they are experiencing now



What if they ask about features?

Answer them!

- BUT, when you answer, *tie every feature to a benefit that it provides.*
- Be forthcoming if there are downsides to that feature, if relevant to what they are looking for — *offer features that will benefit them the most*



Action steps:

Make a list of benefits vs features of your offerings if you don't already have that...
...and even if you do, look again!

