

Product Name:

Product Benefits

Features	Advantages	Motives	Benefits
What Products <u>Have</u>: "This accounting software has a reporting feature."	What Features <u>Do</u>: "This reporting feature provides real-time, on-demand, updated mission-critical information to key business managers."	What Motives Features <u>Satisfy</u>: "Cost-savings, greater control, increased production, etc"	What Features <u>Mean</u>: "Managers are able to keep their finger on your company's financial pulse at all times, thereby reducing costs by as much as 50%, maintaining greater control over expenditures, and increasing their output by 10-20 times at any given time — in just a few clicks."

Reference: http://www.michelfortin.com/archives/2004/10/the_oftconfused/

Reference: <http://www.bly.com/newsite/Pages/documents/HTPFAC.html>

Most important benefit:
Exclusive attributes:
How is product different from the competition?
What attributes can be stressed that haven't been stressed by the competition?
What problems does the product solve in the marketplace?
How does the product work?
How reliable is the product?
How efficient?
How economical?
Who has bought the product and what do they say about it?
What materials, sizes and models is it available in?
How quickly does the manufacturer deliver the product?
What service and support does the manufacturer offer?
Is the product guaranteed?

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