

FRANCHISE
BIBLE STUDY

my
franchisehubTM

Launch your franchise success plan • MyFranchiseHub.com

The Power of Feature, Advantage and Benefit

Feature, advantage and benefit or “FAB” is a powerful tool. This sales technique simply makes what you are selling important to the buyer. The features are simply the things that make what you are presenting special. The advantage gives the feature importance and shows its usefulness. The benefit is the “what it means to you” statement that drives it home and peaks the interest of the prospect.

You would be surprised how many people in sales only present features. People only care if it means something to them, so use this format to make the most of your sales presentations. It is easy if you first present the feature and then end with a “you” (Benefit) statement. The Advantage will naturally bridge the Feature and the Benefit. Next time someone is selling you something, see if they are presenting only features. Ask yourself “who cares?” and learn from their mistakes.

Examples:

Flat Screen TV

F - This TV is high definition (most sales professionals stop here at the feature)

A - which means it has special technology that insures the absolute best picture quality

B - This means that you can enjoy a theater like experience at home

Cell Phone

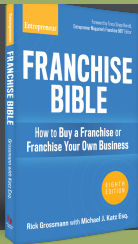
F - This phone has a built in contact database

A - which means you can access everyone you need to call at the touch of the screen

B - now you will be able to work more efficiently

F.A.B. Exercise

This exercise will teach you to present the features of your service in such a way that it means something to your customers. F.A.B. stands for Feature, Advantage and Benefit. The features are simply the things that make what you are presenting special. The advantage gives the feature importance and shows its usefulness. The benefit is



the “what it means to you” statement that drives it home and peaks the interest of the prospect. See the following example:

Example:

An office chair

F - This chair has an adjustable lumbar support

A - that enables several comfort settings

B - so you can work for hours in total comfort (benefit).

Exercise: Fill-in the possible Feature, Advantage and Benefit for the following:

1. A pencil

F _____

A _____

B _____

2. Dual airbags

F _____

A _____

B _____

3. The largest limo fleet in the area

F _____

A _____

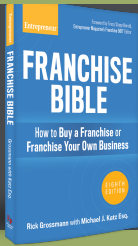
B _____

4. Years of training and experience

F _____

A _____

B _____



5. Open on Saturdays

F _____

A _____

B _____

6. Customer Satisfaction Surveys

F _____

A _____

B _____

Exercise: Fill in a F.A.B. for your company

F _____

A _____

B _____

F _____

A _____

B _____

F _____

A _____

B _____

F _____

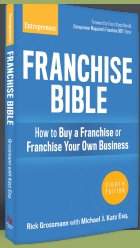
A _____

B _____

F _____

A _____

B _____



FRANCHISE
BIBLE STUDY

my
franchisehub™

Launch your franchise success plan • MyFranchiseHub.com

F _____
A _____
B _____