

Sales and Negotiation

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Programme

Part 1: What is your value proposition?

Part 2: Sales Methodologies

Part 3: 1920 - Value Messaging

Part 4: 1950 - the Psychology of Selling

Part 5: 1980 - Consultative Selling

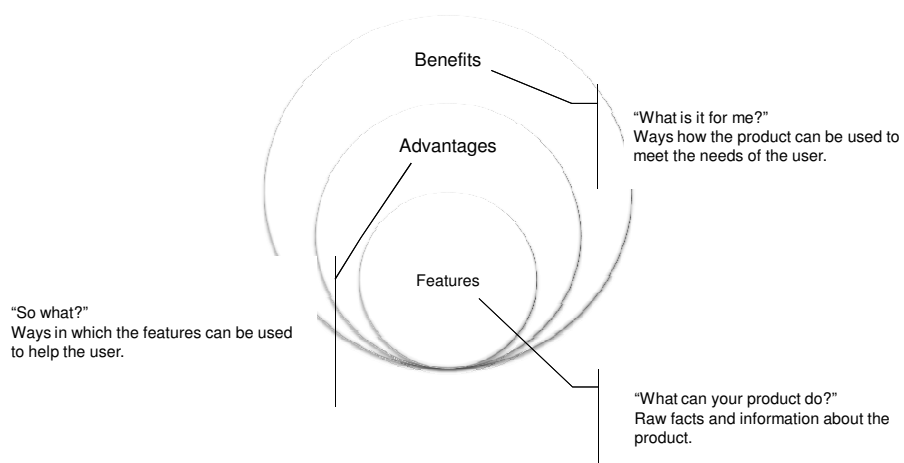
Part 6: 2000 – the Sales Process

What product are you selling?



TiasNimbas
Business School

Product: Features, Advantages and Benefits



Product: Features, Advantages and Benefits

Which of the following statements is about the product feature, advantage or benefit?



This mobile phone has a colour screen.

This mobile phone has an agenda function.

You don't have to keep two agenda up to date because your phone's agenda will synchronise with your outlook.

You said you wanted to know whether you received emails or phone calls during meetings, well with this phone you can do that by setting it on vibrate mode.

This phone is very light don't you think?

FEATURE ADVANTAGE BENEFIT

☐	☐	☐
☐	☐	☐
☐	☐	☐
☐	☐	☐
☐	☐	☐

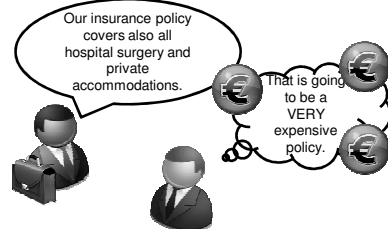
NEVER STOP ASKING

Station Break



	Features	Advantages	Benefits
1			
2			
3			
4			
5			
6			
7			
8			

Product: Features, Advantages and Benefits



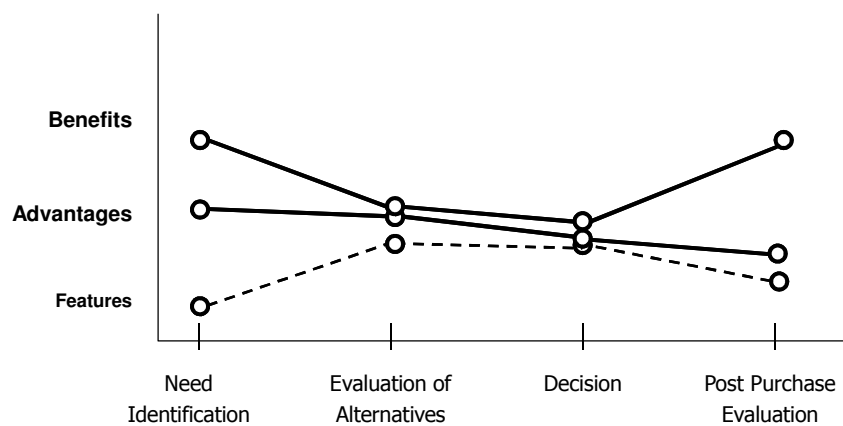
For a potential buyer each feature in a product adds to the overall cost of the product.



Claiming advantages without asking first whether the buyer has a need for them causes the buyer to raise objections.

NEVER STOP ASKING

Product: Features, Advantages and Benefits



NEVER STOP ASKING