

MARKETING

THE FABs OF PRODUCTS AND SERVICES

US252196 / NQF 4 / 4 Credits

Features answer the question – what is it? Benefits answer the question – what's in it for me?
- Tim Abbott

FAB is a selling technique in which the seller ties every feature with an advantage or a benefit that the customer wants, needs or thinks is desirable.

WHO SHOULD ATTEND

- All sales and marketing staff
- Small business owners
- Entrepreneurs

HOW YOU WILL BENEFIT

- Learn to distinguish between features, advantages and benefits
- Consider which is the most powerful motivating influence on sales – a feature or a benefit
- Develop a comprehensive understanding of methods and techniques to use to increase sales
- Learn how to communicate this information effectively to your customers so they identify how it will improve their problem /situation
- Learn how to critically evaluate information and how to use science and technology when sourcing and describing product FABs

WHAT WILL BE COVERED

- Understanding features, advantages and benefits and the importance of identifying FABs in relation to marketing and selling activities
- Identifying FABs of different products and services and the benefits derived from each feature and advantage
- Complex technical features – when experts need to be consulted - explore the importance of establishing the correct technical facts about products
- The importance of recording FABs and the methods used
- How to develop a compelling “pitch” by including FABs into a structured and persuasive sales negotiation - communicating FABs to prospects or customers
- Learn how to match product and service benefits to consumer needs as a method to identify likely target markets

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One-day course 08:30 -16:00

Tel: (031) 267 1229

sales@kznbtc.co.za / www.kznbusinessstraining.co.za

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Module 1 Demonstrate an understanding of feature, advantages and benefits (FABs)	Module 2 Identify and record FABs of different products and services	Module 3 Communicate FABs to prospects and customers
<ul style="list-style-type: none"> • Define and compare FABs in terms of the description of different aspects of a product or service • Explain the importance of identifying FABs in relation to the process improves in marketing and selling activities • Explain the importance of establishing the correct technical facts about products in terms of both legal requirements and customer relationship building 	<ul style="list-style-type: none"> • Identify and analyse product and service features • Derive benefits of products and services from each feature and its advantage(s) • Consult experts where the understanding of complex technical features requires additional expertise and knowledge • Derive advantages of products and services from each identified feature • Record FABs 	<ul style="list-style-type: none"> • Integrate FABs into a structured sales argument to develop a compelling "pitch" • Identify likely target markets using FABs as a method of matching product and service benefits with corresponding consumer needs • Communicate FABs persuasively either verbally or in writing to relevant prospects or customers by appealing to the needs identified