Selling The Value of Your Products/Services

Products/Services a.k.a "Feature"	"Benefits"/Outcomes	Ultimate Results
EXAMPLE: Life Coaching Service	Clearly defined values and set of goals	SUCCESS: attain your personal, professional and financial goals and faster!
EXAMPLE: Homemade all natural bath soaps and oils	Relaxing and soothing; Environmentally friendly	Cleanliness, Relaxation and supporting the environment for generations to come

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