





## Facts Features & Benefits

In order to successfully sell something you must first understand the relationship between the material **FACTS** of the product or service, that product or service's **FEATURES** and the **BENEFITS** to the potential customer.

Fill in the columns below using the samples provided to illustrate the relationship between the three.

	<b>Facts</b>	<b>Features</b>	<b>Benefits</b>
			
			
			
			



Your Product  
or Service