

EPISODE 106: KNOW THE FEATURES BUT TALK ABOUT RESULTS**1. FEATURES, BENEFITS, AND RESULTS**

- Features: what your product does.
- Benefits: what your product lets the customer do.
- Results: what the customer experiences as a user of your product.

2. SHARE THE BENEFITS BUT STRESS THE RESULTS

- Two mistakes: features only or features and benefits only.
- Features are what make YOU proud of your product.
- Benefits are what make your customers LISTEN.
- Results are what make your customers BUY.
- Customers want to know how your product will meet their needs, desires, and required outcomes.

3. THIS IS HARDER THAN IT SOUNDS

- Understand what the customer needs.

4. WHAT DIFFERENCE DOES IT MAKE TO THE CUSTOMER?

- Keep asking yourself, “Why does this matter to the customer?”
- Force yourself to ask and answer questions about your customer:
 - What problem is our customer trying to solve?
 - What happens if they don't solve it?
 - What happens if they do solve it?
 - What pain or pressure or frustration?
 - What do they want more of?
 - What do they want less of?

5. MAKE THE CONNECTION FOR THE CUSTOMER

- Tempting to assume the customer can see a straight line from your features to the benefits and to the results. They can't.
 - This matters because...
 - This is important because...
 - The value of this is that...
 - The reason is...

Are there other communication-related topics you'd like to hear the Communication Guys address? Let us know on our [Facebook page](#).