



Features & Benefits Analysis	Product or Service:
Here list 5 features/facts	Here list 3 benefits for each feature that will be of advantage to the customer, in words that the customer will understand
Feature 1	Benefits: Then create a question to ask the customer about one of the benefits:
Feature 2	Benefits: Then create a question to ask the customer about one of the benefits:
Feature 3	Benefits: Then create a question to ask the customer about one of the benefits:
Feature 4	Benefits: Then create a question to ask the customer about one of the benefits:
Feature 5	Benefits: Then create a question to ask the customer about one of the benefits: