

PRESENTING FEATURES & BENEFITS EFFECTIVELY

DETAILS

- **ESTIMATED TIME:** 45-60 Minutes
- **DELIVERY MODE:** Trainer-Guided Discussion + Feature-to-Benefit Mapping Exercise
- **FACILITATOR:** General Manager or Designated Individual

VTM MATERIALS

- Trainier Activity Guide
- Presenting Features & Benefits Effectively Worksheet
- Optional:
 - ▶ Sales Manual
 - ▶ Features & Benefits Materials
 - ▶ Service Literature

TRAINER'S ACTIONS & CHECKLIST

- ☐ Use the trainer activity guide to:
 - ☐ Lead a discussion on features vs. benefits
 - ☐ Review and complete the worksheet activity
 - ☐ Facilitate feature-to-benefit application practice
- ☐ Reinforce the importance of customer-focused communication.
- ☐ Highlight strong examples of benefit-driven explanations.
- ☐ Connect service features to customer concerns and priorities.

FEEDBACK, VERIFYING, & ASSESSING

- **Trainer Review:** Evaluate how effectively team members connect service features to meaningful customer benefits.
- **Group Reflection:** Encourage team members to share insights using prompts such as:
 - ▶ *Which feature-benefit explanation felt most natural?*
 - ▶ *Which service benefit was the most difficult to explain clearly?*

Key Reminders



- ★ Customers buy solutions, not services.
- ★ Features explain what we do; benefits explain why it matters.
- ★ Focus on customer outcomes rather than technical details.
- ★ Keep expectations realistic and avoid overpromising..

Getting Started & What To Do

General Notes

This activity focuses on helping team members:

- Differentiate between features and benefits
- Connect services to customer priorities
- Explain value in customer-friendly language

This is a trainer-guided discussion and worksheet activity.

Team members should actively participate through:

- Worksheet completion
- Discussion
- Verbal application exercises
- Encourage real-world examples whenever possible.

Time Guidance

- Trainer-Guided Discussion: 10 minutes
- Worksheet Activity: 10–15 minutes
- Feature-to-Benefit Application Practice: 10–15 minutes
- Wrap-Up Discussion: 5–10 minutes

During the Activity

- Observe how well team members:
- Differentiate between features and benefits
- Connect benefits to customer concerns
- Use customer-focused language
- Avoid overly technical explanations

After Each Activity Segment

Discuss:

- What worked well
- What could be improved
- Which feature-benefit explanations were most effective

Step-by-Step Delivery

Step 1: Trainer Lead Discussion — Why Features & Benefits Matter

Time: 10 minutes

Purpose: Help team members understand why customers respond to benefits rather than service features alone.

Open Discussion

Ask: "Why do customers care about benefits more than features?"

Review Key Definitions

- **Feature:** A factual aspect of the service.
- **Value-Added Feature:** A feature that provides additional customer value beyond the core service.
- **Benefit:** The direct advantage or outcome experienced by the customer.

Review Examples

After Each Example Discuss:

- *What makes the stronger response more effective?*
- *How does it connect to customer concerns?*

Weak Response	Strong Response
We apply a pest treatment around your home.	Our service creates a protective barrier around your home, preventing pests before they enter—so you don't have to worry about infestations.
We perform an annual lawn aeration.	Our aeration process helps your lawn absorb more nutrients and water, leading to thicker, healthier grass that naturally resists weeds.
We inspect your home for termites.	Our thorough termite inspection identifies hidden threats before they cause costly damage—protecting your investment.

Key Discussion Points

- Benefits help customers understand value.
- Benefits connect services to outcomes.
- Overpromising can damage trust.
- Strong explanations build confidence and credibility.

Step 2: Worksheet Activity #1: Feature-to-Benefit Mapping

Time: 10-15 minutes

Purpose: Practice identifying customer benefits connected to specific Massey services.

Trainer Instructions

- Have team members complete Exercise 1.
- Review responses together.
- Discuss how each feature addresses customer priorities such as:
 - ▶ Health
 - ▶ Safety
 - ▶ Property Value
 - ▶ Convenience

Trainer Focus

Look for:

- Strong benefit connections
- Customer-centered language

- Accurate explanations

Step 3: Worksheet Activity #2: Applying Feature-to-Benefit Thinking

Time: 10-15 minutes

Purpose: Practice applying feature-benefit explanations to real customer concerns..

Trainer Instructions

- Use Exercise 2.
- Have team members:
 - ▶ Identify the feature or qualifier that best addresses the concern.
 - ▶ Develop a clear customer-friendly response.
 - ▶ Share responses with the group.

Example Customer Concerns

- *"I don't want to keep paying for pest control if I don't see any bugs."*
- *"Why should I pay for aeration when my lawn looks fine?"*
- *"What if I'm not happy with the results?"*
- *"Another company raised my prices after I signed up."*

Discussion Prompts

- *Did the response focus on the benefit or just the feature?*
- *Did it address the customer's concern?*
- *Was the explanation simple and believable?*
- *How could it be improved?*

Step 4: Feature-to-Benefit Challenge Round

Time: 5-10 Minutes

Purpose: Reinforce benefit-focused communication without relying on written responses.

Trainer Instructions

Present individual features or customer concerns and ask team members to explain the customer benefit without referencing the worksheet.

Examples: Features

- Annual irrigation inspection
- Money-back guarantee
- Customized pest prevention plan
- Guaranteed pricing for two years
- Web removal service
- Lawn aeration

Examples: Customer Concerns

- *"My lawn already looks healthy."*

- "I haven't seen any bugs."
- "What happens if your service doesn't work?"
- "Why should I pay extra for this?"

Trainer Focus

Observe how effectively team members:

- Translate features into benefits
- Keep explanations conversational
- Connect the benefit to customer priorities
- Avoid sounding scripted

Step 5: Final Reflection Discussion & Activity Wrap Up

Time: 5–10 Minutes

Purpose: Reinforce benefit-focused communication and prepare team members to apply these skills in customer conversations.

Group Discussion

Review:

- Strong feature-benefit explanations
- Common challenges
- Customer concerns addressed effectively
- Areas where explanations became too technical

Team Member Reflection — Ask

- *What was the most natural feature-benefit explanation for you?*
- *Which feature-benefit pair do you find most challenging to explain?*
- *How does framing features around customer concerns make conversations more persuasive?*

Trainer Close

Reinforce:

- Customers care most about outcomes.
- Benefits make services meaningful.
- Clear explanations build trust and confidence.

PRESENTING FEATURES & BENEFITS EFFECTIVELY WORKSHEET

Exercise 1: Understanding Features & Benefits

Instructions: Match the following Massey features to their corresponding customer benefits, then identify which feature would best address each concern and write a response that connects the feature to a clear benefit.

Feature	Customer Benefit
Aeration included in service	
Annual irrigation inspection	
Customized pest prevention plan	
Guaranteed pricing for two years	
Money-back guarantee	
Web removal as part of service	

Exercise 2: Applying Feature-to-Benefit Thinking

Instructions: Review each customer statement below. Identify the Massey feature that best addresses the customer's concern, then explain how that feature benefits the customer in a clear, customer-friendly way.

1. I don't want to keep paying for pest control if I don't see any bugs.

- Massey Qualifier:

- Your Response:

PRESENTING FEATURES & BENEFITS EFFECTIVELY WORKSHEET

1. Why should I pay for aeration when my lawn looks fine? How do I know this will actually help my lawn stay healthy?

- Massey Qualifier:

- Your Response:

2. What if I'm not happy with the results?

- Massey Qualifier:

- Your Response:

3. I had a bad experience with another company raising my prices after I signed up.

- Massey Qualifier:

- Your Response: