

MANAGER'S MEETING GUIDE

WHAT'S ALL THIS FEATURE/BENEFIT STUFF ANYWAY?

BEFORE YOUR TRAINING MEETING

<p>1. Schedule your training meeting, and send e-mail, voice mail, or memo to all of your team, informing them of date/time. Also, remind them to complete the week's listening assignment.</p>	<p>Date of training meeting: _____</p> <p>Time of training meeting: _____</p> <p><input type="checkbox"/> I have invited my team.</p>
<p>2. Listen to this week's audio lesson.</p>	<p><input type="checkbox"/> I have listened to "What's All This Feature/Benefit Stuff Anyway?"</p> <p>Notes:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>
<p>3. Complete the Sales Success Worksheet on your own.</p>	<p><input type="checkbox"/> I have completed the Sales Success Worksheet.</p>
<p>4. Consider these questions prior to your training meeting:</p>	<ul style="list-style-type: none">• How difficult was it for you to do the exercise?• Do you think your recruiters know how to sell benefits, not just features?• Do you think your team's sales presentations are too feature-loaded? How can you encourage your recruiters to focus more on BENEFITS to their leads/applicants?
<p>5. Get ready for your training meeting the day before it's going to be held:</p>	<ul style="list-style-type: none">• Make sure the meeting room seating is arranged for group discussion.• Be sure to have at least one large whiteboard and/or flip chart with markers.• Send an e-mail, voice mail or memo reminder to your team.

Topics for Discussion/Action at Your Training Meeting on “What’s All This Feature/Benefit Stuff Anyway?”

- What is a feature? What is a benefit? How are they different?
- Why do you think some recruiters have a tendency to treat features and benefits as if they were of equal value? Why shouldn't they?
- How many features and benefits does the average lead or applicant remember from what you present?

Average sales presentation consists of 6-8 features or benefits. After 24 hours, the average lead or applicant remembers only one, and in 39% of cases they remember the one incorrectly. In 49% of the cases, they actually “remember” something that wasn't brought up at all! How should you adjust your sales presentation now that you know this?

- Give me three example features from your Sales Success Worksheet. What is the benefit associated with the first feature we have? How about the questions to find out if your lead or applicant has a need for this benefit?

NOTE TO LEADER: *Work through several examples as a group. At the end of the meeting, consider consolidating all the responses into a “cheat sheet” of questions that will be useful for the entire team to reference during future sales interactions.*

SALES SUCCESS WORKSHEET

WHAT'S ALL THIS FEATURE/BENEFIT STUFF ANYWAY?

I listened to *“What’s All This Feature/Benefit Stuff Anyway?”*

- What is the difference between a feature and a benefit?

Feature:

Benefit:

- Complete the Feature/Benefit Exercise.

1. List 3 features of the Reserve lifestyle opportunity.
2. Write down the corresponding benefit of each feature.
3. Develop two questions you could ask your leads or applicants to get them talking more about their Need for each specific benefit.

Example Feature: Commissary shopping

Example Benefit: Cost savings on groceries

Example Question: How much do you usually spend each month on groceries?

Feature	Benefit	Questions
		1. 2.
		1. 2.
		1. 2.

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.