



See more at www.zandax.com/features-and-benefits

Course information from ZandaX

Features & Benefits and How to Use Them

A premier Features and Benefits training course from ZandaX

Course duration: 26 minutes of highly focused content (Revisit, review and revise as often as you want)

What you'll learn

- ✓ About the Course
 - ★ Get an overview of what the course covers
- ✓ Features-Advantages-Benefits (F-A-B)
 - ★ Learn how to use features, advantages & benefits, and the role played by WIIFM
- ✓ Emotivators
 - ★ Find out about the power of emotivators, and how to eliminate indecision in customers
- ✓ Course Wrap Up
 - ★ Summarize the key takeaways from the course

What does our Features & Benefits course cover?

Selling Skills That Can Be Used Anywhere!

This course has been designed primarily for the retail environment, but its core lessons apply to all selling situations.

That's because you can use features and benefits to sell more effectively whether you're on the phone or face to face, and whether you're selling to businesses or private individuals.

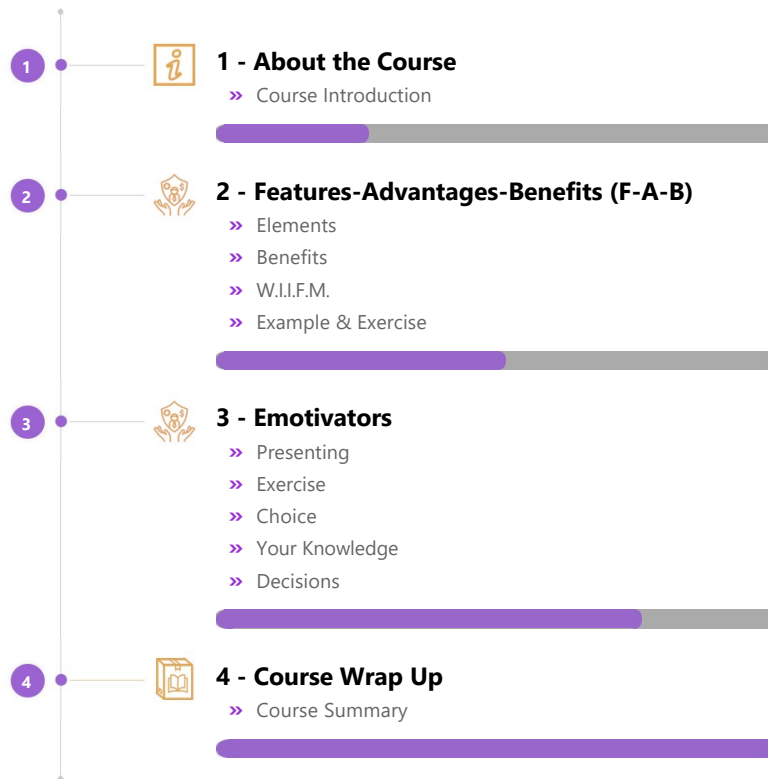
Now look at the price at which we offer this course, and you'll see that just one additional sale will repay your investment many times over -- and you'll have the skills for life!

This Features And Benefits skills training course, like all our courses, has been developed over many years of classroom and online delivery. Content has been thoroughly researched and is constantly updated so it's always leading edge. It's completely interactive and is full of practical knowledge and solutions.

Still wondering whether to do the course?

Just think about this: how much would you benefit if you had better features and benefits skills?

Course content for Features & Benefits And How To Use Them



More about the ZandaX Features & Benefits And How To Use Them course

Create Interest With Features & Benefits

Make your sales technique more interesting - and more effective

Do you understand the difference between features and benefits? If not, you really should!

Although features play a role in the sales process, it's benefits that produce sales.

In this course, we delve into the differences between features and benefits, and look at exactly how to link both to help you position your product or service as the best solution for your customers.

You'll learn, for example, why "WIIFM" can often be the 5 most important letters in sales; the power of emotivators, and the best way to eliminate indecision on the part of the customer.

At the end of this course, you'll understand and be able to use this method to add structure and effectiveness to how you sell to your customers.

Watch the modules, revisit them time and again ... and have fun with improving your skills!

Learning format

The course is offered as follows:

You'll learn using easy-to-follow on-screen videos which you can pause, re-run and revisit as often as you like, and also through interactive content with short quizzes and questions appropriate to the course subject.

You also get exercises to test your progress that you can use to reinforce your learning.

The course is arranged into modules, each with several lessons. Refer to the course content for more details on what's covered. This combination of videos and interactive content will enable you to get a thorough understanding of the subject.

View this course online

Visit our website at www.zandax.com/features-and-benefits to view the latest details, including related courses, prices and quantity discounts.



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