**EXERCISE: Features and Benefits**

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| **Features****Descriptive and static** | **Customer Benefit****Motivating and active** |

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| **Ask “So what?” or add”… which means that …”** |
| **EXAMPLE**:Experienced mobile hairdresser | **EXAMPLE**:If, for any reason, you are unable to leave your home you don’t have to miss out, because I bring the full hair salon to you. |
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