**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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