



Episode 6 Exercises

1. For 10 people from your power base list, specify and write down which need of theirs your product or service fulfills.
2. What are the specifications and features of your product or service? List at least 10.
3. What are the advantages of your product or service? List at least 5.
4. What are the benefits of your product or service for your customers? List at least 5.
5. Provide at least three examples of interconnected features, benefits, and advantages related to the product or service you offer. (Start with the feature, then its advantage, and finally the benefit it offers to the customer.)



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