

Watching Your Success Soar With FFBBT

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One aspect of selling is helping your prospect feel secure. Today I'll show you the way to present your products to accomplish this.

Always remember, it's important to highlight the benefits of your products in relation to your prospects concerns. When you know how to do this, your odds of success will soar!

Here's how to prepare. Before attempting to explain your products' benefits, learn to answer these questions:

- What brings them joy?
- What are they worried about?
- What challenges do they face?
- What do they hope to gain from us?
- What goals are they striving to attain?
- Where do they get their information?
- Who do they trust most?

Once you can answer these questions about your prospect, tie those answers into your products' benefits through value statements. A value statement communicates the benefits of your product/service in a way that speaks directly to the motive your customer uses to justify their buying choices.

To help with each feature you present, use this simple formula:

Technical



Feature & Function

Feature, Function, Bridge, Benefit, Tie down (FFBBT). Here's what that means.

Feature – the product or service you're offering or a distinctive attribute/aspect of that product or service.
- Example: *Motion Detector*

Function – The purpose or application for which something is designed or exists.
- Example: *"It rests on the wall and measures the ambient temperature of the room, it will detect anything warmer than that."*

Bridge – A statement that forms a connection between the technical and the emotional.
- Example: *"So what this means to you is..."*

Benefit – An advantage, profit or reassurance gained from communicating with emotion tied to the customers buying motive.
- Example: *"With this motion detector, you won't have to worry about someone stealing your things while you are away."*

Emotional



Bridge

Benefit & Tie down

Tie down – Confirms the prospects agreement with the benefit.

- Example: *"And that is what you would want, right?"*

Here's a sample value statement put together by using the FFBBT formula:

"Mr. Prospect, this is a motion detector. It's an interior trap that detects movement inside your home. It will catch the bad guy if he gets inside your home. What this means to you is that you won't have to worry about someone stealing your things while you're away. That's what you would want, right?"

By taking the time to understand your prospects' motives and creating value statements that address your customers concerns, you'll take your game to a new level.

Go ahead, give it a try! Up your game and watch your success soar.