

Features

Objective facts about a product or the company.

Features

Physical dimensions

- **Physical products:** Size, shape, weight, construction, color.
- **Info products:** How many pages are in the book or the regular issues of the newsletter?
- **Info products:** Is the page size larger than what the prospect may be used to?
- **Info products:** Number of modules. Number and length of audios/videos/PDFs, etc.

Features

Physical dimensions

- **Info products:** Are there illustrations, charts, or graphs?
- **Info products:** How many times do customers hear from you each year (count regular issues, bonus issues, email alerts, website updates, etc.)?

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Physical dimensions

- **Supplements:** Are your pills smaller than the competition's?
- **Supplements:** Does the prospect have to take fewer of them, or take them just once a day?
- **Supplements:** What are the ingredients?
- **Supplements:** Are they fresher than those used by some other competitors? More absorbable? More potent?

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Objective Purpose

- What, exactly and objectively, does your product or service do?
- **Info products:** What concepts will they learn?

Features

Performance Metrics

- How quickly can your product be delivered, installed and/or begin producing results?
- How fast does your product complete the desired task?
- How thoroughly does it do its job?
- How long does it last?
- How do your product's performance metrics compare to similar products offered by your competitors?

Features

Performance Metrics

- **Info products:** Is it written simply – in a way that's easy to understand?
- **Info products:** Does it give clear, concise directions that anyone could follow?

Features

Credibility

- What have customers, subscribers, peers and others said about your product or service?
- What guarantees and/or warranties come with it? How do they compare to what the competition offers?

Features

Available options

- What choices does your product offer to prospects? What colors or sizes does it come in?
- How do your terms make ordering the best fit possible for customers?
- Is it customizable in any way? How do these choices make your product superior to the competition?

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Timeliness

- How quickly can your product be delivered and/or installed? How does this compare with the competition?

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Pricing

- What are your prices? How do they compare to the competition? Do you deliver more for the money? Or does your product's quality demand a higher price?
- If applicable, divide your price by the numbers 12, 52 and 365 – and then write down the product's cost per month, week and day.

Features of the Company/ Salesperson

- Degrees or certifications?
- What associations are you a member of?
- How many years in business?
- How many customers?
- Are you the largest or oldest in your area of expertise?

Features of the Company/ Salesperson

- How large of an “army” are you putting to work on the prospect’s behalf?
- How many customer service reps are available to make ordering comfortable and easy? How many service techs are on your payroll who can respond when the product needs service?
- What unique or proprietary tools do you use to produce the desired result?

Features of the Company/ Salesperson

- Are you closer to your prospects than your competition?
- Are your headquarters impressive-looking?
- Is your office close to a major intersection or freeway off-ramp?
- Do you offer plenty of free parking?

Features of the Company/ Salesperson

- If you're promoting a product for a national company, how does its location help you produce a superior product? Are you offering an investment product that's produced on Wall Street or anywhere in New York, for example? Or are you selling a politically oriented product that's produced in or near Washington D.C.?

Features of the Company/ Salesperson

- Are appointments readily available?
- Do you perform your service faster than your competition does?
- If I order this product, how fast will I get it?

Features of the Company/ Salesperson

- Inventory: How many different products do you have available? How does that compare to what your competitors offer?