

BE THE BOSS

Sales make or break your business

Whether you have a dedicated sales team or not, you are the number one sales person in your business, you understand your product and how it can help your clients.

When you are making sales though, make sure you back your features up with benefits. Listing out a string of facts doesn't always help people to buy, ensure there's an emotional benefit too.

List a feature of your product here.	What does this feature do? List the benefit here.