



**FEATURE**

**BRIDGE**

**BENEFIT**





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**BENEFIT**

# FEATURE

- **UNIQUE FEATURES OF THE PRODUCT OR SERVICE**
- **WHAT SEPARATES THIS PRODUCT FROM OTHER COMPETITORS?**
- **DISCOVER AND APPLY THE UNIQUE FEATURE THAT SOLVES THE CLIENT'S PROBLEM**
- **PERSONALIZE THE FEATURES TO THE CLIENTS SPECIFIC NEEDS**





# FEATURE BRIDGE BENEFIT

# BRIDGE

- THE BRIDGE IS THE LOGICAL CONNECTION BETWEEN THE FEATURE AND THE BENEFIT
- "YOU" STATEMENTS EMPHASIZE THE CUSTOMER, SHOWING THEM THAT THEY ARE CENTRAL TO THE CONVERSATION
  - *"THIS WILL BE PERFECT FOR 'YOU' BECAUSE..."*
- IT'S NOT ENOUGH TO SIMPLY LIST THE FEATURES OF YOUR PRODUCT OR SERVICE; YOU NEED TO SHOW THE CUSTOMER WHY THOSE FEATURES MATTER TO THEM



"This will be perfect  
for 'you' because..."

# BRIDGE

## MAKE A "YOU" STATEMENT

### Case Study

- Single mom named Karen buying her first home
- Business owner named Chad who has rental houses
- 70+ retiree named Papa John who worked his entire life to pay for their home

**How would you sell these case studies an umbrella policy using a bridge statement?**



# FEATURE BRIDGE BENEFIT

# BENEFIT

- BENEFITS ARE NOT ABOUT WHAT THE PRODUCT DOES, BUT ABOUT WHAT THE CUSTOMER GAINS
- THE BENEFIT SHOULD ALWAYS HIGHLIGHT THE VALUE FOR THE CUSTOMER
- PAINT THE PICTURE AND KEEP IT RELEVANT TO THE CLIENT





# BENEFIT

## BENEFIT OF THE PRODUCT

### Case Study

- Single mom named Karen buying her first home
- Business owner named Chad who has rental houses
- 70+ retiree named Papa John who worked his entire life to pay for their home

**Comment on the benefits of the personal umbrella for each case study**





# FEATURE BRIDGE BENEFIT

# DISCOVERY

- ASK OPEN ENDED RAPPORT BUILDING QUESTIONS
- RAPPORT WILL HELP YOU KNOW WHAT FEATURES WILL BENEFIT YOUR CLIENT
- WHAT DO THEY DO FOR A LIVING?
- DO THEY HAVE FAMILY?
- WHAT ASSETS DO THEY NEED TO PROTECT?

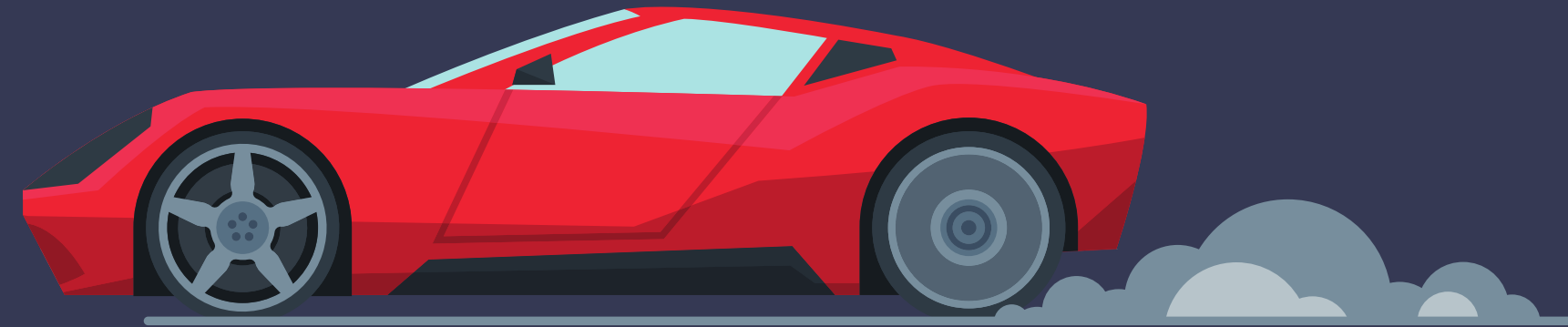
***"YOU MENTIONED THAT YOU HAVE A 16-YEAR-OLD DRIVER, THIS ACCIDENT FORGIVENESS FEATURE WILL BENEFIT YOU BECAUSE..."***

# DISCOVER THE FEATURE

- **PICK A FEATURE**
- **CHOOSE A "YOU" STATEMENT**
- **CREATE YOUR OWN VISION**

## **FEATURE OPTIONS-**

**TESLA, TRACTOR, MANSION, CANOE, RACECAR**



## **DISCOVER OPTIONS-**

- **"IT WILL TOTALLY HELP YOU GET A RAISE"**
- **"THIS WILL ABSOLUTELY HELP YOU LOOK COOLER ON DATING APPS"**
- **"YOU SAID YOU LOVE TO GO FAST AND LOOK COOL"**

## **SHARE THE VISION- CREATE YOUR OWN VISION!**



**REMOTE LABS**





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# OBJECTIONS

- OTHER THAN PRICE WHAT IS IMPORTANT?
- ACKNOWLEDGE, RESPOND, MOVE ON
- REFRAME THE OBJECTION, FOCUSING ON DIFFERENT FEATURES AND BENEFITS THAT MIGHT BE MORE APPEALING TO THE CUSTOMER
- OPPORTUNITY TO PROVIDE MORE CLARITY AND BUILD STRONGER RELATIONSHIPS WITH YOUR CUSTOMERS