

FAB Chart

Product/service: _____ Date completed: _____

	Features	Advantages or Attributes	Benefits
	1. Property of the product or service. 2. It is descriptive only 3. Doesn't have any information on how it is going to be used or what value it provides.	1. It is what the feature does. 2. It describes the purpose or function of a feature. 3. It does not provide any information about value to the customer. 4. Focus here is on the product/service itself.	1. Tells the customer "what's in it for me." (WIIFM) 2. Value or worth the customer derives from the product or service. 3. The reason he/she would want to buy the product/service.
1	<i>Brushed steel casing</i>	<i>Hard Rust-resistant Scratches, marks don't show</i>	<i>Protects Durable, long-lasting Attractive</i>
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10			