



## MARKETING INSIGHTS

# How to turn features into irresistible benefits

## Extracting all the benefits from your features and functions

### Steps in the process

Create a table with 3 columns (see following page):

#### Column 1

- what does your company, service or product do?
- list every feature or function of your product , service or company
- do not touch column 2 until you have exhausted all possibilities.

#### Column 2

- what could this mean to a user or customer?
- extract every benefit that every feature could deliver.

#### Column 3

- what market or niche would see this benefit as attractive?
- list every industry, vertical or business type that may benefit.

Then, look over your table and rank the benefits in order—  
which are the most important most compelling, most irresistible for each market or niche?

The table on the following page shows how to extract benefits for a healthcare product—  
a waterproof, breathable, semi-permanent camouflage for specific skin problems.

This is a generic tool.

For advice specific  
to your business, please  
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Example: A waterproof, breathable, semi-permanent camouflage for skin problems

What (Feature)	Does it mean or can it do (Benefit)	For whom (Specific Prospects)
Unique product not makeup	Appears as users own skin to eye and touch – confidence when worn Doesn't look like makeup or concealer – feels natural Can't be detected – people won't stare Can be worn with confidence, no self consciousness	Men, boys Women of any age
Matched to skin	Looks completely natural - confidence People can't detect it - confidence No colour graduation or boundary - confidence	Girls, women Boys, men
Fine yet opaque	Completely hides skin condition, makes condition undetectable – removal of disfigurement Social acceptance, self confidence because people don't stare	Any patient
Natural ingredients	No risk of adverse reactions – less fear, greater acceptability Less fear of harmful chemicals to body – less fear	Those with allergic reactions Those worried about chemical use
Breathes, is waterproof & flexible	Skin doesn't sweat – acts as natural skin Looks natural - confidence Not detected as makeup or separate to skin – confidence Can be worn when swimming, doing sport, by men, children active people	Men, boys, active people who sweat
Wont wash or rub off – needs special product to take it off	Won't be left on clothing, revealed as not skin – self assurance Looks completely natural - confidence Allows wearer to play sport, stay out late, stay over – confidence, flexibility, ability to fit it	Young people girls and boys
Reorder by phone, delivery in 24 hours anywhere in Aust	No need to revisit clinic – convenient and money saving Certainty of supply – confidence, peace of mind Confidence in link with clinic Builds up relationship – peace of mind	People in states outside this state People in other countries
Non surgical treatment	No need for invasive surgery that may not remove the problem— less risk Cost effective, non invasive no surgical treatment required, no possibilities of adverse after effects – less cost and risk Visually corrects the scarring at minimal cost – cost saving No pain, no rehabilitation, no downtime, no need to take time off work – less cost, risk, inconvenience Less cost, no recovery, fast solution with no aftermath	Any patient
Based on natural oils	Ensures bonding to epidermis – confidence that it will stick Makes it waterproof – ensures freedom Makes it permeable enough to allow sweat and hair to grow - it looks natural, not like paint over hair	Boys, men with hair eg. on legs Women with hair eg. on arms
Requires skilled application for best results	Creates the most natural look – confidence to wearer Avoids thick cakey layer of makeup – confidence to wearer Makes patient feel it is more special than makeup – confidence in treatment Builds bond with applier – confidence with systems, applier	Men, boys especially Any patient
Provides complete sun block	Skin protected from sun, condition may improve or won't deteriorate – assurance, peace of mind, no fear of future Client sees improvement over time – confidence, optimism, greater benefit from same treatment For conditions lacking pigment, patient is protected as well as camouflaged	Any patient