

## Features and Benefits are Dead - RIP

Successful technology salespeople by necessity have had to translate the output of product marketing ("*product-speak*" - *features and benefits*) into a set of conversations to diagnose need and convey how the product could create value in the customers context.

It's time to bury this features and benefits approach and stop wasting salespeople's time and marketing budget on something no-one cares about.

Buyers today are always asking three questions,

1. what are you selling,
2. what'll it do for me
3. can you prove it?

The role of the salesperson is to create value for the customer; marketing's role is to work with sales to create a series of core value creation statements that sales can use immediately - without translation, and that buyers can easily understand.

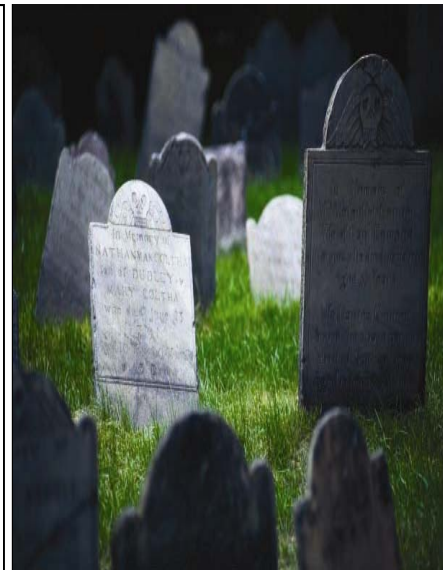
This customer-centred approach effectively aligns marketing and sales around consistent value-based messaging to the customer and it is growing in adoption. The American Marketing Association is championing this approach through the Marketing and Sales Alignment Forum.

Advanced Marketing Concepts works with technology companies to create a messaging architecture to enable them to more effectively message to their customers.

The AMC process converts this into a set of best-practices sales-ready conversations for sales teams to more effectively engage the customer in a consultative selling dialogue.

This approach has enabled our customers to derive significant revenue improvements across a range of complex products and markets.

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### PROOF POINT

Ajay Chowdhury, CEO EnQii  
October 2007

"AMC has provided framework and process to create a new Messaging Architecture which identifies our core strengths and win-themes relative to the markets we serve.

Their sales training has equipped our global sales team to engage in consultative conversations with targeted customers and qualify opportunities much more effectively.

AMC's sales-process changes enable us to better execute the sales process and forecast with far greater accuracy."

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