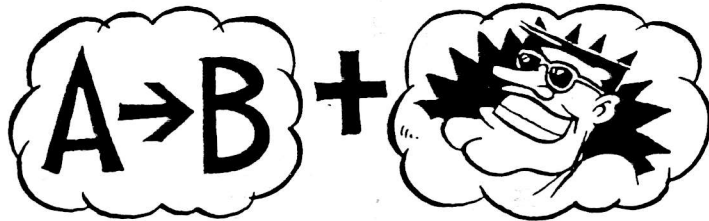


The Customer

When a customer buys, he buys benefits :



"This car will go from 0-60 in eight seconds and cruise all day at 120 mph which means that you will get from A to B very quickly".

"This car has a very sophisticated image which means that people who own one are universally recognised as being somebody".

The phrase "which means that" embodies the principle of *benefit segmentation*, a way of looking at the marketplace in terms of benefits, of which there are three basic variations:

- STANDARD BENEFITS
- COMPANY BENEFITS
- DIFFERENTIAL BENEFITS

STANDARD BENEFITS



The simple case of translating products into benefits is an example of selling standard benefits. In the sale, every benefit should be included, however apparently obvious, e.g. "you have a choice of manual or automatic transmission, which means that you can enjoy the greater control of manual gears or the greater ease of automatic".

COMPANY BENEFITS

These stress the relationship between customer and supplier, e.g. "we offer a 24 hour delivery service, which means that you can reduce your stocks with a saving of 5% to you".



DIFFERENTIAL BENEFITS



Here the advantages of your product over others is carefully explained. "Our ball bearings are engineered to a high specification which means that you will have less down time, which means that savings on cost go up 20%".