

# SALES PROCESS

## Add **FUEL** to your sales presentations

The most effective selling tool is knowing what value your customers want from your product. Complete the form below to create your FUEL Statement and change your sales approach today!

Product Name:

### **F**ORM A PROMISE

This product will...

### **U**NVEIL A FEATURE

because it...

### **E**XPLAIN THE BENEFIT

The benefit to you is...

### **L**IST THE VALUE

and real value to you is...

Write as many FUEL Statements as you can – keeping in mind that a single feature can produce numerous benefits and many values. You can come up with dozens, if not hundreds, of FUEL statements for each feature of your product.

*For more information, contact us at 888-938-1899.*

**HELPING YOU GET THERE.**

[www.greatamerica.com](http://www.greatamerica.com)