
Activity Sheet 1-C

Basic Product Knowledge Index:

Product IQ = Claim + Feature + Benefit + Nail-down.

In sixty seconds, identify your working product or service knowledge by examining one Fact or Feature of a single product you offer.

Take that Fact or Feature, its' typical Claim, a related Benefit statement, and now develop a powerful Nail-down statement (remembering that a Nail-down statement is a positively framed question to solicit what you feel to be important in addressing their need is in fact appreciated and valued by the consumer):

1. Identify one product or service: _____
2. Identify one Claim statement that could be used in association with this product or service:

3. Identify one Fact or Feature about that product or service: _____
4. Identify one Benefit statement relating to the Fact or Feature: "*What this means to you is,*

_____."
5. Now brainstorm a list of powerful Nail-down statements: _____

Activity Sheet 1-D

Position Statement

In just a few seconds time, you must be able to tell someone else, who doesn't know or understand you, what it is that you do. Call this opening statement of excitement and intrigue your Position Statement.

Develop your Position Statement by first listing power words that best describe what it is that you do or offer. Then examine those words for likeness and similarities and draft one simple sentence. Review the sentence and commit it to memory, so that you can recite it at a moment's notice.

First, list as many words as you can that describe who you are or what you do professionally:

Now complete the following sentence:

My name is _____, I work with individuals (or businesses)
that _____

_____ !