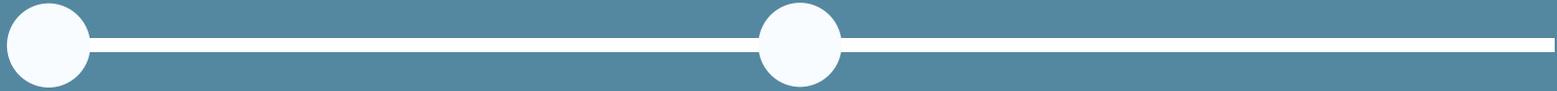


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# The 3 phases of Argumentation



Opening

Argumentation

=> Present the value

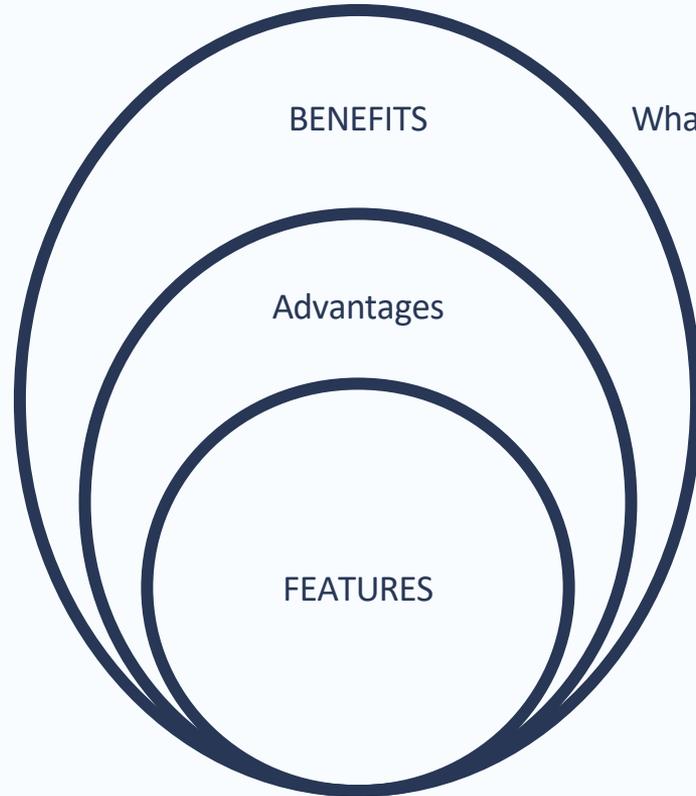
# VALUE

**What is your definition of Value?**

# VALUE

**VALUE = Benefits - Costs**

# BENEFITS



What are the concrete benefits for him/them?

Show how the features can help the person in front of you

Neutral facts, data,  
information or characteristics  
Of your proposal

# Features, Advantages or Benefits ?

## QUIZ

	Features	Advantages	Benefits
This phone has a color screen			
This phone will make your life simpler			
This phone has an agenda.			
You don't need to have 2 agendas, because this phone synchronises automatically with your laptop.			
This phone costs 599 Euros			
This phone will save you a lot of time			
This phone weighs 180 GR			



# Features, Advantages or benefits ?

## QUIZ

	Features	Advantages	Benefits
This GSM has a color screen			
This GSM will make your life simpler			
This GSM has an agenda.			
You don't need to have 2 agendas, because this GSM synchronises automatically with your laptop.			
This GSM costs 599 Euros			
This GSM will save you a lot of time			
This GSM weighs 180 GR			



# Features, Advantages or Benefits ?

## QUIZ

	Features	Advantages	Benefits
This GSM has a color screen	X		
This GSM will make your life simpler			X
This GSM has an agenda.	X		
You don't need to have 2 agendas, because this GSM synchronises automatically with your laptop.		X	
This GSM costs 599 Euros	X		
This GSM will save you a lot of time			X
This GSM weighs 180 GR	X		



# BENEFITS

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→ **Translate** concretely what the person will get with your proposal. Don't let them guess

# Your Value Proposition

This/That \_\_\_\_\_ <FEATURES>

Has/have this advantages of \_\_\_\_\_ <ADVANTAGES>

And what would be the real benefits for you ? You will have \_\_\_\_\_ <BENEFITS>.



# PRACTICAL EXERCISE



Back to the case of your preparation exercise.

1. List all the characteristics of your proposal
2. For each characteristic, find the advantage(s)
3. For each advantage, concretely translate it into benefits

**10 min**

A: Characteristics	B: Advantages	C: Benefits
1.....	.....	.....
2.....	.....	.....
3.....	.....	.....
4.....	.....	.....
5.....	.....	.....
6.....	.....	.....

Example:

This mobile phone includes an agenda

You will not have to keep two calendars because the mobile phone synchronizes automatically with your computer.

You save time /  
You simplify your life

# VALUE

**VALUE = Benefits - Costs**



# TECHNIQUE 1: **THE PAIN OF PAY** *(“Reduce the pain of accepting your request or paying for your product or service”)*

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## TECHNIQUE 2: **EFFORTS VS COSTS**

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## TECHNIQUE 3: **SUNK COST**

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## TECHNIQUE 4: **INVESTEMENT**

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