

## EBS Product Category Training Worksheet

Salesperson: \_\_\_\_\_ Date: \_\_\_\_\_

Category: \_\_\_\_\_

What "symptoms" or "signals" should lead you toward presenting a product in this category?

Brainstorm some open-ended questions that can help you make an informed product recommendation in this category.

Use the grids below to map out key features of your assigned product(s), their benefits, and how they can be connected to the dots you gathered with your questions.

PRODUCT:		
FEATURE	BENEFIT	DOT

PRODUCT:		
FEATURE	BENEFIT	DOT

PRODUCT:		
FEATURE	BENEFIT	DOT

What are some add-ons or related products/services you could present to improve a customer's experience in this category?

Anything else a customer might like or need to know to get the most out of this category?