



Home	Products	Marketing	Sales	HR	Finance	Legal & IP	QM	Operations	IT	Customer Service	T & E	FOR	DBS
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Latest News
Archive
About Us
Key Documents

Home > Global Marketing > Editorial > Latest News

News

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How often do you use the F-word?

The B-word is much better. Here's why:



As top copywriter Andy Maslen says, "It's not the features of a product or service that seal a sale, it's the **benefits**."

The secret to great writing is thinking about the reader throughout the process, putting yourself in their shoes at all times.

Written materials that talk more about features and advantages than benefits are written for the company, not the reader.

How well do you know your F.A.Bs? Let's take a closer look:

Features are the properties the product or service has. The technology that's incorporated, the special materials it's made from, the descriptions used to describe its behavior.
E.g. the NobelProcera 2G Scanner's smart motorized holder

Advantages are the reasons that these features are superior.
E.g. Up to a 50% reduction in scanning time means you process more cases per day.

Benefits are how these things will actually make a difference to the people that use the product or service.
E.g. Increase productivity and profits.

Of course, the features are used to rationalize a purchase decision, but they alone aren't why it happens. A lab owner buys a NobelProcera 2G Scanner not to have a smart motorized holder, but to work more efficiently and build their business. That's why the benefits should come up front in written documents with a sales focus.

Remember, it's all about the B-word, not the F-word.

Additional examples:

Feature: TiUnite surface
Advantage: Proven longevity with 10 year clinical data
Benefits: Increased likelihood of treatment success > more satisfied patients.

Feature: Smart fusion technology for combining medical imaging from different sources. (NobelClinician)
Advantage: Unique, fully automated and precise representation of intraoral

Further information

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tissues.
Benefits: More accurate diagnostics and planning > great treatment results more often.
Feature: Outstanding handling properties and increased tear-resistance. (creos xeno.protect)
Advantages: Easier to place and less likely to tear than other membranes.
Benefits: Fewer membranes wasted, money saved, increased profits.

Subject

Benefits are not always easy to identify
I prefer the "so what" method - start by asking "so what" - as in "TiUnite - so what?"
It is an enhanced surface.
So what?
It has proven longevity with 10 year clinical success
So what?
TiUnite enables higher initial stability with very little loss of stability during healing
So what?
A patient can come in your office with a tooth, leave with a tooth, be delighted, tell their friends and you get paid sooner.
Ahhh, now THAT's a benefit!
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