

Activity 26-A
Differentiating Your Offer/Approach Via
“Unique Selling Features/USF #1”

Recite as many different products or services that you can provide to a prospect/customer as you can while you hold a lit match. See how many items you readily know. Make this a fun, fast game to illustrate the ability to instantly draw upon working knowledge of the totality of what you represent while under pressure.

Activity 26-B
Differentiating Your Offer/Approach Via
“Unique Selling Features/USF #1”

Now select a “specific product or service” that you feel most comfortable and knowledgeable with, recite as many different facts/features that specifically relate to that “single item” as you can while you hold a lit match. See how many item specific facts/features you readily know. Make this a fun, fast game to illustrate the ability to instantly draw upon working knowledge of the totality of what you know about a single product/service while under pressure.