

Shifting from features to why

“People don’t buy what you do; they buy why you do it.” – Simon Sinek

Nearly every decision is driven by one or more of these three factors:

- **Time** – Does it save time, increase efficiency or simplify life?
- **Money** – Does it save or make money, reduce risk or increase value?
- **Self-interest** – Does it improve status, security, confidence or well-being?

Product/Service	Features (What it does)	Benefit (Why it matters to the client)

Questions to ask
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