

Product Knowledge Sheet: _____

What are the main features of this product	What is the benefit of this feature for the customer?

What are the *general benefits* of having this product?

Who needs this product & why?

Features of the target audience

By the way...

Clues & Opportunities	Questions that determine or build the need for this product

Questions & Objections	How to handle them

Close the sale and/or make an appointment for the customer with the specialist

Any other essential information