**Benefits Matrix**

Customer: ­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Customer** | **Customer**  **Business**  **Challenge** | **Customer**  **Descriptive**  **Adjectives** | **Your**  **Feature** | **Your**  **Benefits** | **Frame your**  **Benefits[[1]](#endnote-1)** |
|  |  |  |  |  |  |

1. Frame your benefits according to the descriptive adjectives that define the customer’s dominant personality traits. [↑](#endnote-ref-1)