**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)