**The Power of “Because” Action Guide**

List 3 benefits of doing business with you and your company. (Hint: think about it from your client’s perspective.)

People buy based on\_\_\_\_\_\_\_\_, justify based on \_\_­\_\_\_\_\_\_.

Now, add emotion to the benefits you just gave regarding why to do business with you and your company.

Why is the word “because” so powerful?

Develop 4 “because” phrases of your own. Don’t forget to link to the client’s emotion. (Ex. *This is a great unit for you because it will make your home more comfortable and give you peace of mind*.)

Think about something that presents a sales challenge for you. Write a “because” statement specifically for your area of challenge.

What did you learn from the “copy machine” example that was given, and how can you apply it to your life?

What does Kenny say are 3 ways to improve your client interactions?

Much of our communication is done nonverbally. List a few examples of nonverbal communication that you need to be aware of during your conversations with clients.

 **“It’s not about the features; it’s about the benefits.”**