

Analysing Your Sales Propositions

Product/Service.....

Features	Advantages	Proofs	Progressive Questions
1	A		
	B		
	C		
	D		
2	A		
	B		
	C		
	D		
3	A		
	B		
	C		
	D		
4	A		
	B		
	C		
	D		
5	A		
	B		
	C		
	D		