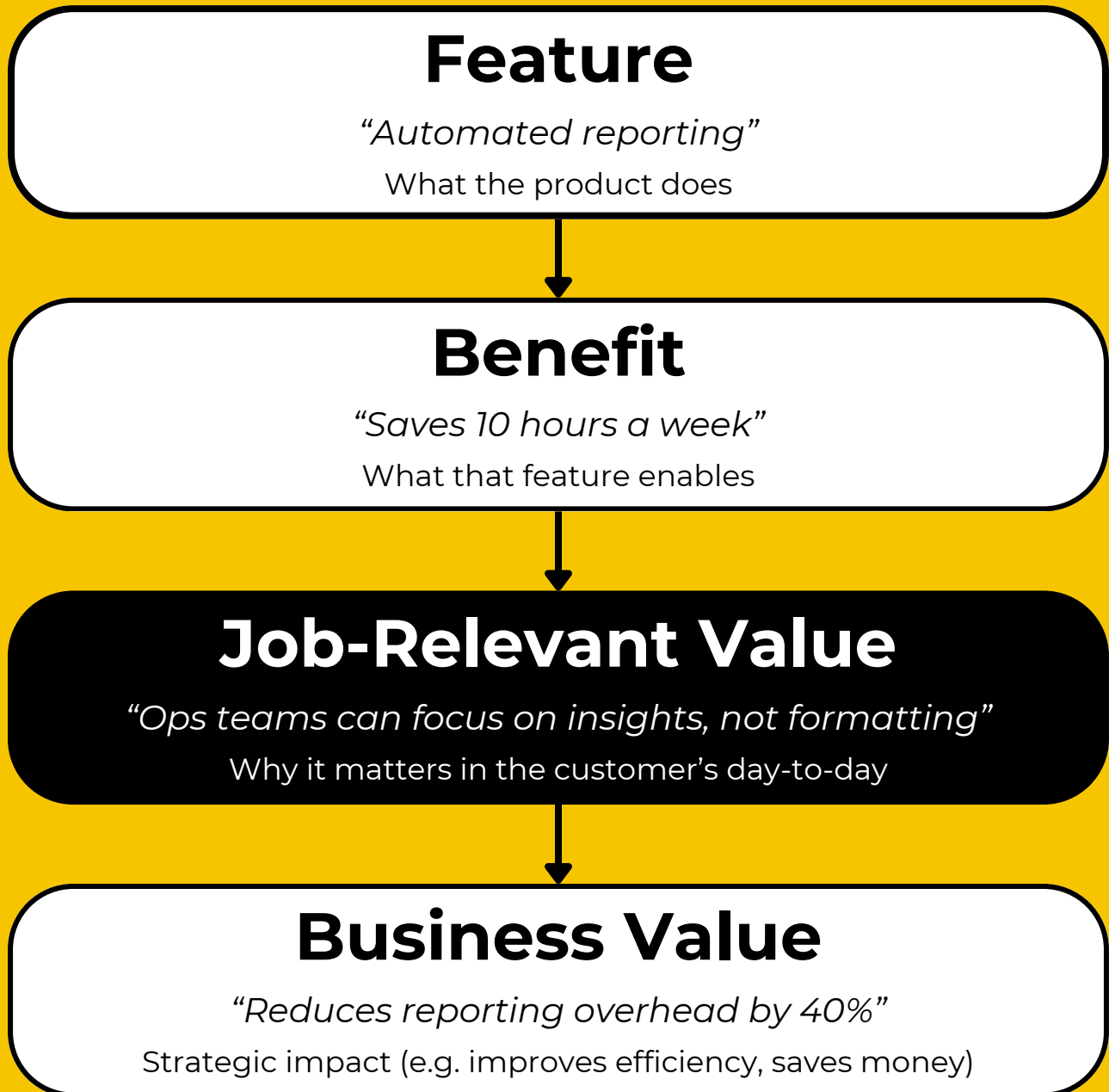


From Features to Value

How to connect what your product does to why buyers say yes



Think it through internally this way. But message it by leading with job-relevant value (not business-level value), then benefits, then features.