

Features	Advantages	Benefits

Features	Advantages	<i>Potential</i> Benefits
Experiential	Learn through discovery. Therefore, more likely to use what they expended energy to learn.	Increase sales faster
Customized	Closer to their reality and provides immediate transfer value from classroom to field.	Increase sales faster
Visual models	More impact; participants learn faster	Better results in form of increased market share
Management reinforcement system	Sustain improvement made in workshop	Continued increased sales productivity and more new accounts