

# WORKSHEET - FBV

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PRODUCT(S)	FEATURES	BENEFITS	VALUES
<b>PRODUCT #1</b> Membership in ASTD			
<b>PRODUCT #2</b> Attending an event/seminar			
<b>PRODUCT #3 (Fill in the blank)</b> <hr/>			

Dr. Brian Lambert, 10 Steps to Successful Sales, 2009. ASTD. <http://www.10StepstoSales.com>

Feature , Benefit, Value Worksheet