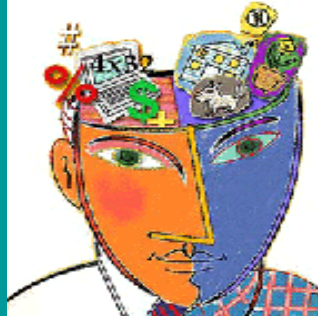# SALES TRAINING
BY PRADEEP SAHA

BENEFITS LADDERS

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Benefits Ladder
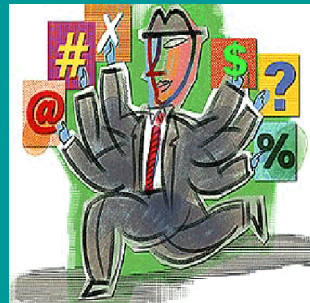## Linking Attributes and Benefits to Customer Values

Customer Values
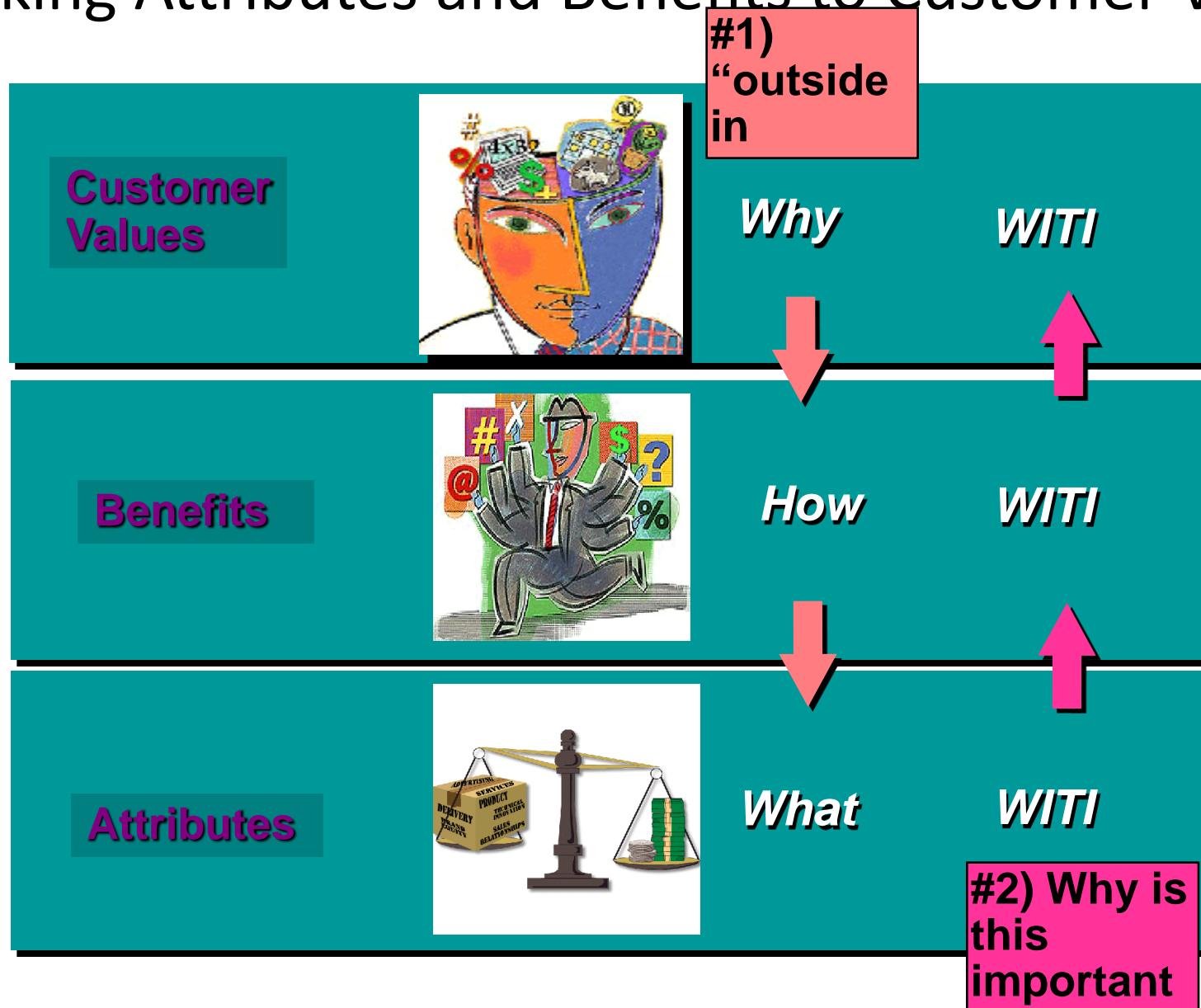
Tell us why they buy…or don't buy

Benefits

Tell us what customers seek (from any company)

Attributes

Tell us what we build into the offer

Linking Attributes and Benefits to Customer Values

Example: Metalworking Processing Fluids

Customer Value(s):

- **Protect my employees**

- **Reduces insurance costs**

Benefit:

- **Reduces incidence of skin rash**

- **Fewer health claims**

Attributes:

- **Contains biocides**

Example: Light Stabilizers

Customer Value(s):

Grow the market (replace glass)
Increase profits

Benefits:

Prevents packaging material and contents from discoloring

Attributes:

Contains UV Absorbers for transparent packaging

Example: Agricultural Industry

Customer Value(s):

- **Be on the cutting edge of technology and green-house management**

- **Greater control over operation's expenses**

Benefit:

- **More efficient growing conditions**
- **Less supervision required**

Attributes:

- **Provides light where needed**