

From Features to Value

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

Feature

"Automated reporting"

What the product does



Benefit

"Saves 10 hours a week"

What that feature enables



Job-Relevant Value

"Ops teams can focus on insights, not formatting"

Why it matters in the customer's day-to-day



Business Value

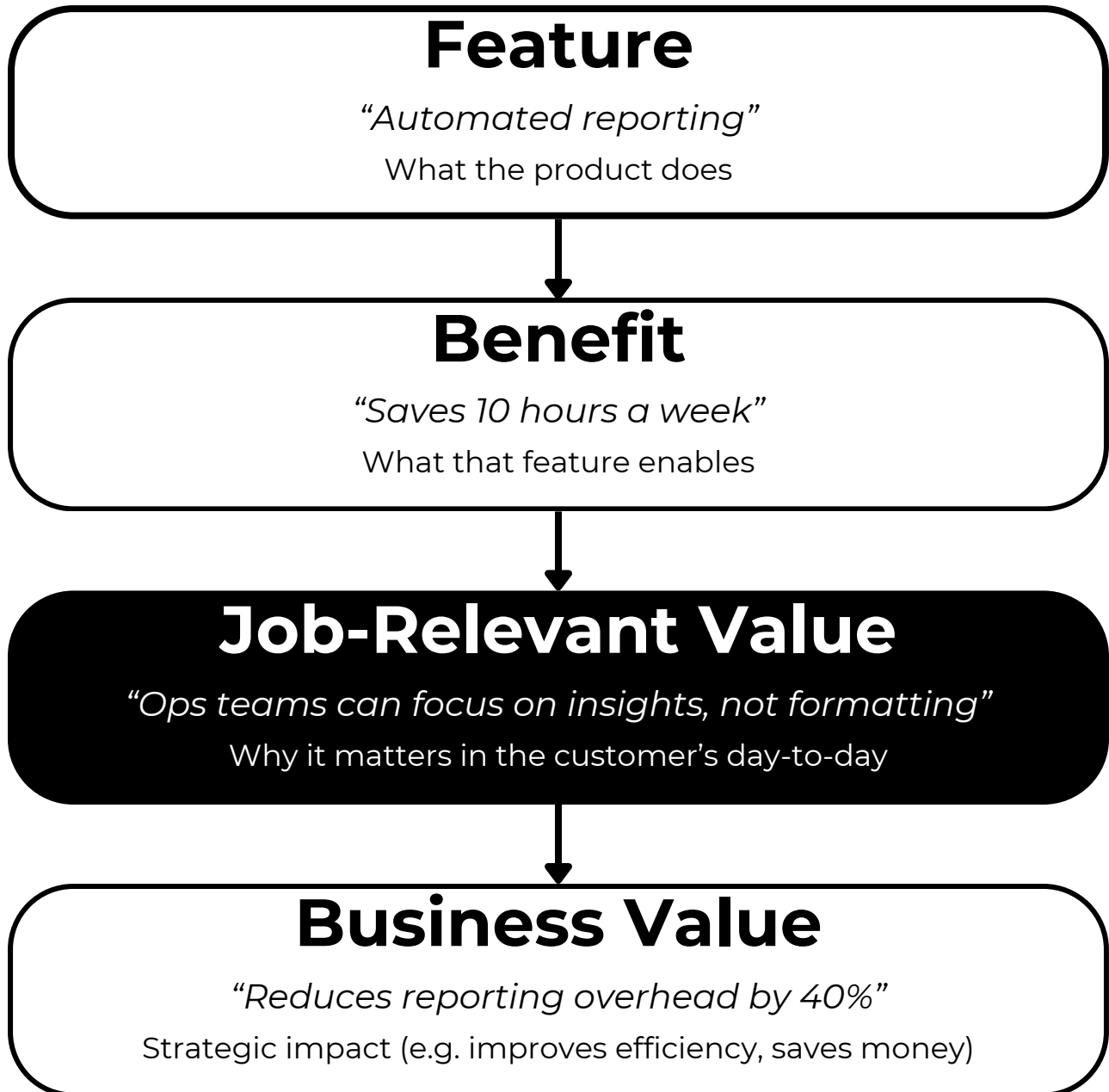
"Reduces reporting overhead by 40%"

Strategic impact (e.g. improves efficiency, saves money)

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

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.

From Features to Value

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

Feature

"Automated reporting"

What the product does



Benefit

"Saves 10 hours a week"

What that feature enables



Job-Relevant Impact

"Ops teams focus on insights, not formatting"

Why it matters in the buyer's day-to-day



Business Value

"Reduces reporting overhead by 40%"

Strategic impact (e.g. saves money, improves efficiency, reduces risk)

Think it through internally this way. But message it
in reverse; lead with impact (not business-level
value), then benefits, then features.

Categories create context: do you want to connect or separate?

The choice to associate your brand with a particular category plays a key role in your customers' ability to relate to your solution. A known category can create an immediate connection, while a new one can set the table for differentiation.

Category Overview

1. Target Category:	2. Market Leaders	3. Challenger Brands
What business category would you most associate with your brand's offerings?	Who are some of the market leaders / best-known brands in this category?	Who are some up-and-coming challenger brands in this category?

Typical Characteristics

4. Common Traits	5. Customer Needs	6. Switching Triggers	7. Alternate Solutions
What is this category typically known for in terms of offerings, value?	What are the biggest customer needs (Jobs to Be Done) in this category?	What are common causes for customers to switch solutions?	What solutions outside of this category do these customers use?

Opportunity Gaps

8. Value Differentiation	9. Underserved Segments	10. Alternate Categories
Where could your brand create meaningful separation from leaders in this category?	What customer segments that are underserved by this category could you focus on?	Are there adjacent, new, or subcategories you could operate in to set the brand apart?



If you want to break free of the context of a known category, creating your own could be an option...as long as the value is crystal clear to your customers.