

THE **PETRIE METHOD**<sup>TM</sup>  
BY ARCHITECTSMARKETING.COM

# BENEFIT BUSTING

*‘Selling is simply finding  
out what people want...  
and giving it to them’*



Enoch Sears AIA



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**Founders of the Architects Marketing Academy**

## MODULE 2 - BENEFIT BUSTING

*“People buy benefits, not features”*

<b>What?</b>	<p>Feature = What a product IS or HAS</p> <p>Advantage = What your product DOES</p> <p>Benefit = How your product emotionally IMPACTS your client life (often expressed using emotional stories)</p>
<b>Why important?</b>	<p>Communicating emotional benefits is a more persuasive and powerful way to reach influence people. But when stepping from F to A to B you make a natural bridge to emotions.</p>
<b>Key points</b>	<ul style="list-style-type: none"><li>• People buy on emotion and justify with logic.</li><li>• The conscious mind understands logic and reason; the subconscious understands emotions and images.</li><li>• As soon as you start to communicate using emotional stories about how a services impacts someone’s life a person is hypnotized and powerless to defend against you</li></ul>

Complete the exercise below for each service you offer:

<p style="text-align: center;"><b>Feature</b></p> <p style="text-align: center;">(Has)</p>	<p style="text-align: center;"><b>Advantage</b></p> <p style="text-align: center;">(What the feature does)</p>	<p style="text-align: center;"><b>Benefit</b></p> <p style="text-align: center;">(Ultimate benefit)</p>
<p><i>Car has an Airbag Safety System</i></p>	<p><i>Which means in the event of a severe accident the system will automatically deploy a cushioning system for the occupant</i></p>	<p><i>This airbag will... SAVE YOUR LIFE!</i></p>
<p><i>Has...</i></p>	<p><i>Which means...</i></p>	<p><i>Which ultimately means...</i></p>

# *Notes*

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