



Describe Benefits

Exercise:

With your partner, select an item in the room. In the spaces below, list the following:

- The need that this object fulfills
- Features of this item that address the need
- The benefits of these features that satisfy the need

Example:

Item: Mr. Sketch marker

Need	Features	Benefits
Marker with no annoying or irritating smell	Attractive fragrances No toxic substances	Fun to use Enjoyable smells!

Item: _____

Need	Features	Benefits

Exercise (Part 2):

Credit Union Products

With your partner, select a credit union product. In the spaces below, list the following:

- The need that this product fulfills
- Features of this item that address the need
- The benefits of these features that satisfy the need

Item: _____

Need	Features	Benefits