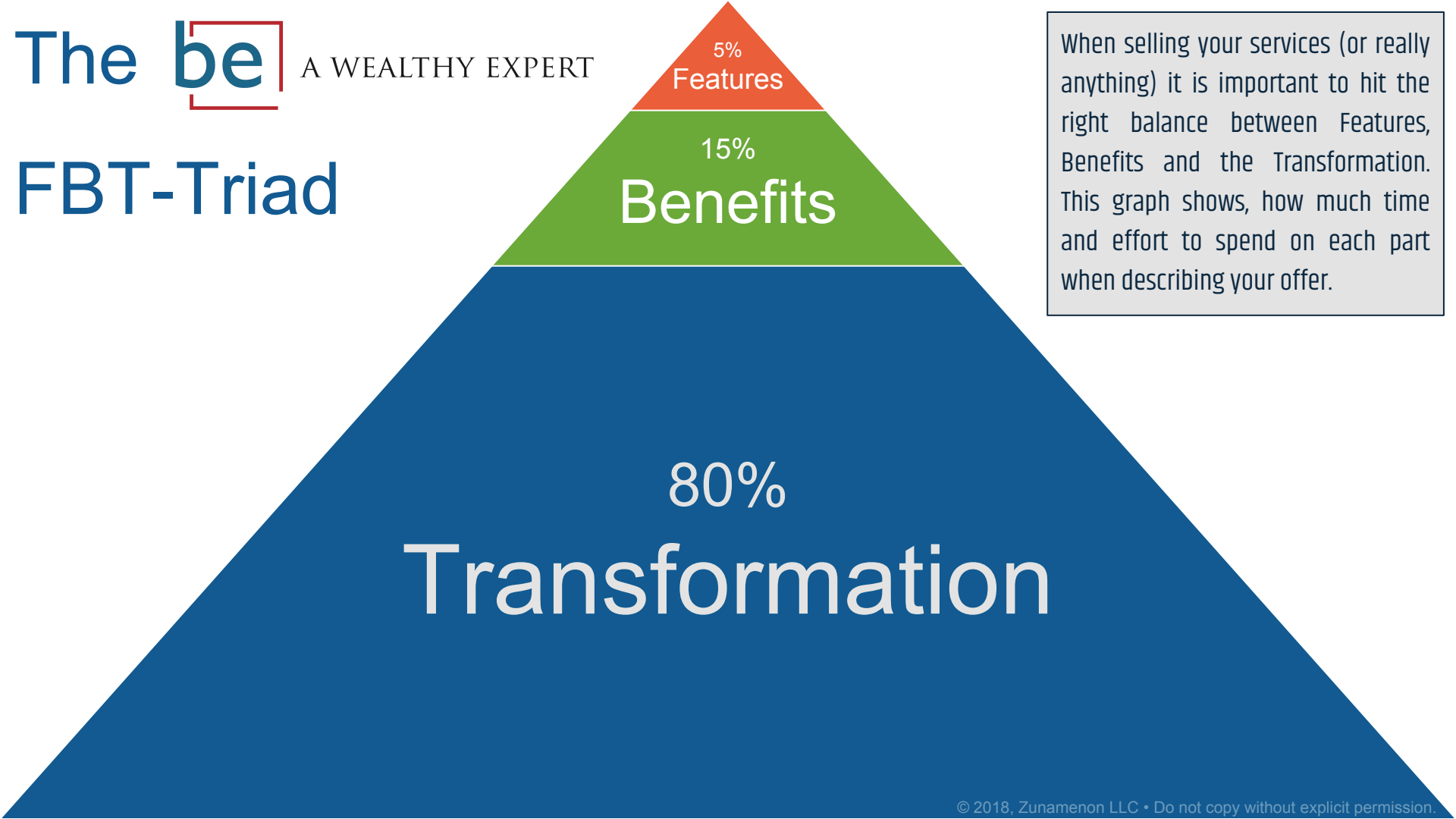


FBT-Triad



When selling your services (or really anything) it is important to hit the right balance between Features, Benefits and the Transformation. This graph shows, how much time and effort to spend on each part when describing your offer.