



# The So What! game

**"People don't want to buy a quarter inch drill, they want a quarter inch hole"**  
**Theodore Levitt**

Features tell but benefits sell. It's vital that your people have the correct product knowledge when discussing your product or service...but if it's not relevant to your client, so what! Do your people know how to turn the features of your product or service into real benefits that will spark interest, enthuse, and engage? In this exciting experiential workshop, your people will gain the confidence and skills to articulate benefits, boost client engagement and increase sales.



**By the end of this workshop your people will understand:**

- How to build rapport by adapting your communication style to differing personality types
- How to ask quality questions to discover needs and steer the conversation
- Active listening skills to project a caring attitude
- How to convert features into benefits  
How to articulate the 'what's in it for me' to your customer

## BYO Workshop

All our workshops are customized to your business. This is a sample. You can Build Your Own by combining elements of this and our other workshops. Applications include:

- Sales
- Customer Service
- Conference breakout session
- Professional development day

## Duration

Depending on the application it can be run as a one hour or two hour session.

## Your Presenter:

Ava Lucanus takes a proven, practical and refreshing approach to helping organisations align exceptional customer experiences with their brand promise. Drawing upon four decades of knowledge and experience, Ava works with companies Australia wide and is recognized as an authority in her field. Through her company Edge Communication she provides consulting, training and coaching programs for every level within business to fully optimise their relationships.

**"Sensible, practical information with no HYPE. Well researched including customisation to our particular needs. CONCISE!"**  
**Mark Bolton, Sales Representative, Mondo Electronics**

**"Ava displayed both an immediate rapport with our staff and an intimate knowledge of her subject. Ava also listened carefully and assisted the staff in relating to the issues being discussed in a very practical and professional manner"**  
**Peter Lindsay- Macfadyen, BDM, Express-Link Transport**

**"Ava is that rare professional; not only is she an expert in her field, but she is also able to convey the information in a dynamic, easy to understand manner. Ava's material is logically organised, focused on results, and extremely cost & time-effective. A session with Ava is a GOLDMINE for staff who are your customer's first contact with your business."**  
**Kym Bidstrup, 4th Mesa Productions**

**Contact Ava on 0412 135 855 or [ava@edgecommunication.com.au](mailto:ava@edgecommunication.com.au)**