# Product/Service Benefit Statement

## Situation: Director of Sales and Marketing, Tailspin Toys

### Anxiety Question

“How would you feel if your largest customer called and told you they were going to switch more of their business to a competitor? Their reason was that they couldn’t reorder quickly enough on your hottest seasonal toys, which meant that they lost revenue and disappointed their customers. They mentioned that your competitor is able to provide this online reordering capability. How do you feel?”

### Capability Question

“What if there was a way, when your customer’s inventory systems showed that their stock was getting low on a hot Tailspin Toy item, that their system could automatically place a repeat order over the Internet…and your ordering and manufacturing systems would be automatically updated, too…all in real time?”

### Feature Statement (feature becomes a benefit)

“Our Web distribution solution can give you that capability.”