

Benefits Worksheet

To identify the benefits of features, ask "So what? What's good about that?"

Exercise #1: For a translation company...

Benefits:

<ul style="list-style-type: none">• Native speakers only• All translations checked by a second, equally qualified translator• Translators accredited by ATA or US State Department• Translators selected have content as well as language knowledge• Translations can be typeset for you or provided as digital text for you to typeset	
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Exercise #2: For a corporate gift company...

Benefits:

<ul style="list-style-type: none">• More than 3,780 customizable items available• Personalized service• Color matching• Gift boxes available• Quantity pricing on as few as 100 items	
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