



The Benefit:

- What is the benefit your product/service offer to the customer?

The Problem:

- How will my product or service solve my customer's problem?
- Are current solutions too expensive or too difficult?
- Are current solutions doing the job as well as possible?
- Is my customer dissatisfied with the current solution enough to risk trying something new?

The Solution:

- Why is my solution better than what is out there?
- What gives me the edge over my competitors?