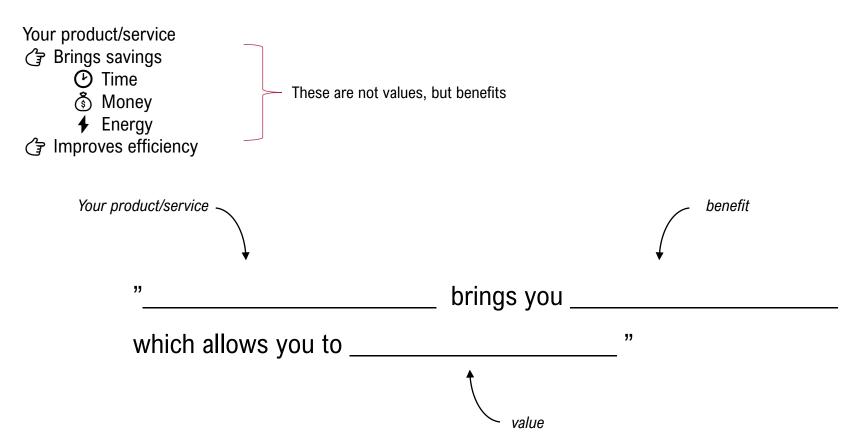
DEFINING YOUR VALUE

The value of your product or service is not what it can DO for youre customer, but what it makes possible. Eg. If your product saves your customer time, the value is what can the customer do now with this new time gained.



Products/services have **features**, that brings **benefits**, which produces **value**.

