Facilitator Guide

The Meat & Potatoes: Features & Benefits

Video: 40 minutes
With Training Activities: 65 minutes

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Welcome to Hospice University, where hospice marketing is simplified. More than 100 years of hospice marketing and sales experience and knowledge come together for you.

The facilitator guides have been created to simplify your preparation and implementation of the Hospice University Video Classes. You can use them exactly as they have been created or you can revise them. You have your own teaching style, and you know your team, so revise the resources or create your own if these don’t meet your needs.

The faculty of Hospice University is your resource as you lead your team to continuously improve their sales skills, the sales process and your hospice’s sale strategies.

Table of Contents

A. Module details
B. Suggested Liaison Meeting Agenda
C. Recommendations for the Facilitator
D. Worksheet: Feature and Benefit Definitions
E. Video Class Role Play: Features and Benefits
F. Worksheet: Video Class Role Play
G. Worksheet: Features
H. Worksheet: Customer Groups - Specific Feature and Benefit
I. Worksheet: Pre-Call Plan
J. Video Handouts

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Meat & Potatoes: Features & Benefits

**Video Length**

40 minutes

**Video Length with Training Activities**

65 minutes

**Purpose of Module**

“The Meat & Potatoes: Features and Benefits” prepares your liaisons to “wow” your customers with a powerful presentation of your hospice’s features and why each one is a benefit to a variety of customers.

The participants will build lists of general and unique features and will role play how to present them with benefits. They will also view examples of good presentations and presentations that could be improved.

After participating in the video education, role plays and discussion, the participants will understand the difference between a feature and a benefit and will see why “feature dumps” are not effective. They will be able to demonstrate presenting features and benefits in a way that differentiates your hospice and in a manner that appeals to each customer (“what’s in it for me?”).

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Liaison Meeting Agenda

Welcome & Share Successes
5 - 10 minutes

Review of Performance to Plan and Announcements
5 - 10 minutes

Define Feature and Benefit
5 - 10 minutes
Ask the participants to write down their definitions and then share with the each other

40 minutes; 65 minutes with training activities

Closing the Meeting
15 - 20 minutes
- Discuss their thoughts regarding the content of the module
- Ask the participants to look at four of their calls (one from each customer group: physician practice, hospital, NH, ALF) for the next week. Have them write out the feature and corresponding benefit that will be presented to each customer
  - Have them role play their feature and benefit while the remaining participants identify the feature(s) and benefits they heard
  - Give feedback to the person who did the role play
- Set time and date for next meeting
Recommendations for the Facilitator

• Review the video class and materials prior to the meeting
• Involve the group as much as possible during the meeting
• Prepare and have copies of all worksheets, handouts and statistics
• When using role plays as a part of your sales meeting, it will benefit the participants the most if you have them role play their upcoming calls
• Think about what follow-up you may want to do with the liaisons such as field coaching (ask them to tell you the feature and benefit they plan to present before you go into the call); asking them to write out features and benefits they plan to present for the upcoming week; asking them to share how their calls were different/better after focusing on 1-2 features and clear benefit statements
• Send a summary of the meeting to your liaisons

SAMPLE

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Worksheet: Feature and Benefit Definitions

Liaison: ___________________________ Date: ____________

Definition of a FEATURE:

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Definition of a BENEFIT:

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________
Video Class Role Play: Features and Benefits

What features did you identify?

What benefits did you identify?

What did the liaison do well?

What could be improved?

SAMPLE

Please purchase facilitator guide to view all contents.
Worksheet: Video Class Role Play

As you watch the video, write down what you think went well in the role play and what they could do differently.

What went well:

What would you do differently?

SAMPLE

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# Worksheet: Features

Liaison: _______________________________  Date: __________

<table>
<thead>
<tr>
<th>Your List of Features</th>
<th>Benefit</th>
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</table>
Worksheet: Customer Groups - Specific Feature & Benefit

Liaison: ___________________________  Date: ___________

Feature & Benefit for **Physician Practice**:  
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Feature & Benefit for **Hospital**:  
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Feature & Benefit for **Nursing Home**:  
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Feature & Benefit for **Assisted Living Community (ALF)**:  
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Worksheet: Pre-Call Plan

Liaison: ___________________________  Date: __________
Customer: ____________________________

Objective for the Call:
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________

Greeting:
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________

Initial Benefit Statement:
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________

Feature & Benefit You Will Present:
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
LET THE PARTICIPANTS KNOW THAT YOU HAVE HANDOUTS RELATED TO THE VIDEO CLASS. DO NOT HAND THEM OUT UNTIL THE END OF THE VIDEO. YOU WANT THEM TO PAY ATTENTION TO THE VIDEO.

SAMPLE

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Sales Triangle

- Profiling
- Introduction/Greeting
- Initial Benefit Statement (Bold Statement)
- Probe for Needs
- Listen
- Handle Objections
- Presentation
- Features & Benefits
- Close
- Follow Up
Definition of a Feature

A feature describes the characteristic or offering of the product or a service. Features are relatively neutral, both in their content and their effect on the customer. A few examples of features are:

- Interdisciplinary Team
- Bereavement Services
- 4 Hours or Less Response to Referrals
- Palliative Care Consults

Definition of a Benefit

Benefits describe how a feature meets the unique customer needs. It is only a benefit if the customer says it is. It is not a benefit because we say it is. Benefits only exist in the customer’s mind.
Examples of Medicare Required Features

Features Which Differentiate Your Hospice
(Not Required by Medicare)

SAMPLE

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Features Which Differentiate Your Hospice (Not Required by Medicare)

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Education/Presentation Mode Helpful Hints

- Get a customer’s reaction every 2 minutes
- Avoid the temptation to say more
- Create ways of saying it more concisely
- Never present a feature without a corresponding benefit
- Speak at a normal pace, hence why you only present one to two features
- You can ask a customer questions during a presentation
- Aim for a 70/30 presentation
- Prior to a call, prepare a list of questions to ask. (For example: how does this sound to you? Can you see the value to you and your patients? Would this be helpful?)
- Less is more
- Make the marketing materials (brochures/collaterals) work
- Commit yourself to practicing, practicing and more practicing:
  A or F customer, mirror, family member, or friend - this makes the difference between a good liaison and great liaison
- Ask yourself, are you an order taker? A salesperson? A consultant?
- If we only describe the features, all the customer will walk away with is a list of things
- Identify the unique needs of the customer and how to deliver the benefits
Customer Specific Benefit Statement Example
“We pay for medications.”

Physician

Nursing Home Whose Residents

Assisted Living Customer

SAMPLE

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Customer Specific Benefit Statement Example
“Less than 4-hour response to referrals.”

Please purchase facilitator guide to view all contents.
Customer Specific Benefit Statement Example
“Hospice Physician Visits”

Physician

Nursing Home

Hospital

Assisted Living Communities

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