

# PRODUCT

## SALES SUMMARY

What is it?

Simple product description – mantra

Continued description

### CUSTOMER BENEFITS

- Benefit 1
- Benefit 2
- Benefit 3
- Benefit 4
- Benefit 5

### WHAT DOES IT DO?

- Function 1
- Function 2
- Function 3
- Function 4

### Target Personas

- Persona 1
- Persona 2
- Persona 3
- Persona 4

### Qualification Questions

- Question 1
- Question 2
- Question 3
- Question 4

### Unique Differentiators

- Differentiator 1
- Differentiator 2
- Differentiator 3
- Differentiator 4

### Customer Success Stories

- Customer Success 1
- Customer Success 2
- Customer Success 3
- Customer Success 4

### Competitors

- Competitor 1
- Competitor 2
- Competitor 3
- Competitor 4

### Typical Objections

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- Objection 1
- Objection 2
- Objection 3
- Objection 4