



# Build Benefits Your Buyers Buy

## Course Syllabus

### Course Overview

#### Description

When you first introduce yourself to a sales suspect, you focus on yourself and the organization you represent. That's a necessary first step. But suspects don't really care about you. They care about what you can do for them. Build Benefits Your Buyers Buy teaches you how to identify your true benefits in the eyes of your prospect, and set yourself up for success in every step of the sales process.

**Duration: Approximately 20 min**

#### Objectives

After you complete this course, you will be able to:

- Avoid the biggest mistake salespeople make when pitching their product
- Differentiate between features, advantages, and benefits
- Refine your personalized Benefits Play to intensify prospect interest
- Deliver your Benefits Play with confidence
- Explain the importance of focusing on benefits

#### Required Materials

The course contains all required materials. No additional materials are necessary.

### Course Outline

#### Introduction

- Course overview
- Course objectives

#### Module 1: The biggest mistake salespeople make when pitching

- Sell the benefit
- Maslow's hierarchy
- Practice activity



## **Module 2: Build your sales benefit play**

- Review example
- Practice activity
- Review

## **Course Administration**

### **Earning Your Certificate**

The course provides you with multiple attempts to pass the final assessment. You must receive a score of 70% or better to receive your Certificate of Completion. If you do not pass the assessment, it is recommended that you review the course and accompanying materials before you retake the assessment.

### **Completion Deadline**

You have 12 months from the subscription date to complete the course. You may complete the course at any time during this period.

### **Policies**

All learners must be honest and forthright in their professional development activities. Learners are expected to complete their own coursework.

### **Course Evaluation**

After you have earned your certificate, you will have an opportunity to provide feedback that assists the design and development team with course improvement.

### **Course Contributions**

AllRegs® by Ellie Mae courses are developed through the combined efforts of industry experts, instructional designers, and course developers.

### **Technical Requirements and Support**

You must have an Internet connection and an Internet browser that supports the course files. Refer to the [Ellie Mae Academy FAQs](#) to ensure your browser supports our courseware, and to address any additional questions you may have.

### **Course Help**

For additional assistance, email [learning@elliemae.com](mailto:learning@elliemae.com). Please provide the following details:

- Course title
- Related screen number(s)
- Browser and version
- Your contact information