



## How to Say What You Mean

### Marketing Webinar for Direct Marketing Farmers

### Glossary of Terms

#### **Benefits**

A benefit is the description of the difference a product or business will make to the consumer's life. For example; by using an Apple product, you are part of the "Cool" culture.

#### **Elevator Pitch**

This is a description of your business that identifies what you do, what the benefits are that you offer and who your target audience is. The pitch needs to be complete in 60 seconds or less to accommodate the short attention span of busy people.

#### **Features**

Features are the components of the product. For example; miles per gallon for a car, a moon roof and a 5 speed stick shift are features of a car.

#### **Value Added Ideas**

Value added ideas are the things you add to the product to increase the sale. You are making it easier for them to use your product. For example, providing a recipe with the product will increase the sales of that product.