

Argument Generation Helper

How should you promote your product or service? Arguments are a good start, and here you have twelve questions that will help you hone your arguments:

1. What's your service called?
2. How does it work?
3. What problems does it solve?
4. How would a typical customer describe the advantages of your service?
5. What main benefits will the customer gain by using your service? (This is the main argument we should use in our marketing efforts.)
6. What does the customer win/avoid/gain by using your services or by engaging your company?
7. What other (supporting) arguments can be used?
8. In the customer company or organization, what people take part in the purchase process? How are they involved?
9. As a potential customer, where do I get additional information? What people do I talk to?
10. How much does your service cost?
11. What about competition – are your company's services better?
12. What kind of companies or organizations can benefit most from your service?