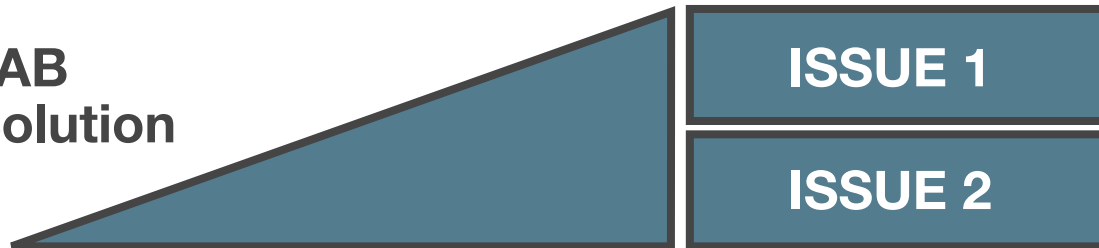


PERSONALISED TRAINING SYSTEMS

Linking Questions to our Solution

Feature	Advantage	Benefit	Leading Question
What is it?	Provide Disadvantage Situation Questions Opportunities	Gain or benefit	Prioritize and Measure our FAB

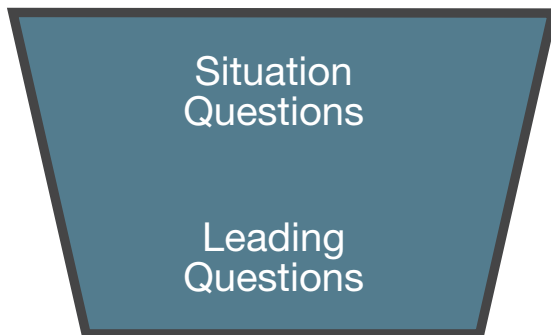
FAB
Our Solution



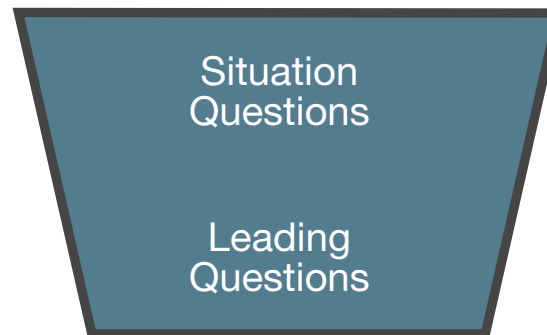
Gap Analysis
Our Benefit
Improvement

Competitor's Performance
Current Situation (Questions)

ISSUE 1



ISSUE 2



Funnels
Identify
and
Develop
the
Gap