

Some additional thoughts about benefits

Original research [revisited in 1998] has identified that the reasons for purchase fall into:

- Delivered benefits [to spec, on time, etc.] and
- Perceived benefits [good brand image, feels right etc.]

And the ratio of influencing the decision to buy is now about 30% delivered to 70% perceived

The more successful companies concentrate on the perceived benefits (reassurance, confidence, stimulation) yet very many companies still insist on concentrating on the delivered benefits (saves, increases, reduces) and wonder why sales are declining.

So here's a summary:

The benefits matrix

	Delivered benefits (30%)			Perceived benefits (70%)	
Benefits To Business	Save Solve Increase Improve Reduce Remove	Something relating to	Finance (COGS) Image (T/O) Performance (O/Hs) Responsiveness Risk	<i>I</i> Deliver Provide Encourage Produce Generate	Reassurance Confidence (Don't worry) (Peace of Mind) Innovation Leading edge
Benefits To Decision maker (or buyer)	Save Solve Increase Improve Reduce Remove	Something relating to	Power (MD) Influence (FD) Recognition (S&M) Achievement (R&D) Orderliness (Admin) Safety Affiliation Wealth	Give you Give rise to Bring about Inspire Foster	Don't Worry Peace of Mind (Reassurance) (Confidence) Mental stimulation Challenge

and playing to:

- Ego
- Fear
- Guilt (everyone's got one, why am I missing out? – especially software)
- Greed
- Ignorance

$$\text{Motivation} = \frac{\text{Desire} \times \text{Expectation of success}}{\text{Risk}}$$

A benefit answers the question 'So What?'

¹ Types of word to introduce the perceived benefit