



**CAB Selling**

<b>Characteristic (of the product)</b>	<b>Advantage (In general)</b>	<b>Benefit (For the stakeholder)</b>
<i>Example: Regular coaching sessions (vs. one off training)</i>	<i>Only a few hours "off site" at a time (vs. a few days)</i>	<i>Daily business is still being run at 100 %</i>