



Developing People > Advancing Business



OFFER ANALYSIS

WHITE PAPER

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How to Succeed in Selling

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Offer Analysis

Carlisle wrote: *Let those who would move and convince others be first moved to convince themselves.*

A salesperson must be able to prove that he or she is selling the right product. Offer analysis provides that proof, enabling the salesperson to identify all product features, and derive from them every single buyer

benefit. It is the accumulation of these benefits which give proof of the value of the product.

To analyze, the dictionary tells us is:

To take to pieces; to resolve into constituent elements; to examine minutely; to examine critically.



Thomas Carlisle:



Excitement about the product

+



Ability to demo product



= Great salesmanship

To be able to offer a buyer every conceivable benefit, a salesperson rarely has to take the product to pieces, but it will certainly have to be examined minutely and critically.

It isn't enough to analyze a product alone. The analysis must be complete, and embrace every factor that could influence a favorable decision.

For example, what will create buyer confidence?

A buyer cannot see, in advance of purchasing, honesty — a fair deal — the backing given to guarantees (What is a guarantee worth if a company goes bankrupt?) — completion of work on time — advertising campaigns — help during periods of shortages — store promotions — rapid service... Unless a customer believes that some or all of these assets exist the customer may decide to buy from a regular supplier — and not you.

The Small Company

The salesperson joining a newly formed or small company will soon appreciate the need for confidence builders. Prospects may voice their fears by saying, "Who else is using this product?" "We have to be assured of your ability to deliver supplies..." or, "I am not opening any new accounts."

To overcome these fears of being let down on deliveries, of quality not being up to samples submitted, of costly replacements, the sales offer must include confidence-building sentences:

“Our company was formed about twelve months ago, but our managing director was, for twenty years, chief engineer with the largest electronics firm in America. It is his vast experience that has developed...”

“We are only a small company, but we are local. That means you will get prompt and personal

service, not only from me, but also from our managing director...”

“Because we are fairly small we operate only in a limited area. This keeps our costs down and we can pass the benefit on to you.”

The Larger Company

Sales managers and sales people with a large organization sometimes believe that the good reputation of their company ensures the confidence of its customers forever. This might be true if there were no competitors — a rare occurrence.

A salesperson working for a market leader should still evolve confidence building sentences.

- *“We spend nearly three million dollars on research, and you receive the benefit. Of course, the time will come when smaller companies will copy us, but by then we shall be even further ahead.”*
- *“There is no special merit in being large, but we have grown so rapidly because we are efficient. We always strive to improve service for our customers and we even give it at a loss, if necessary.” (The inference here is that a smaller company could not afford losses.)*
- *“Because of our wide ramifications, we can offer you a free survey. Our electronic engineer will come down here and evaluate...”*
- *“The very size of our company enables us to give you a very special service. We have depots near all of your branches; we keep stocks high to guarantee you immediate delivery; and when we assure you that we are going to spend half a million on our mutual advertising campaign, you know that we won’t spend a penny less.” (The inference being that a small company may not always be able to keep its promises.)*

Every salesperson criticizes competitors’ products indirectly, and so every salesperson must build confidence to refute the implied criticism. Although a customer may have dealt with a salesperson for many years, the customer must still be constantly reminded of the main reasons for the company’s high reputation.

Here are sentences that might project the right image of a company:

- *“May I arrange for you to visit our new factory? It is one of the most up-to-date production units in the country, and it would help you to impress upon your customers the value they are buying.”*
- *“Our company is sixty years old this month, but I know you will find that it is very young in its outlook, always trying to better quality, better value.”*

Whether a company is large or small, there is always some aspect of its background that can be turned into a confidence builder.

Even before analyzing a product or service, a salesperson should ask: Why should a buyer have confidence in my company? Surely not because of a claim to be the longest established, or the largest. Old-established may be a euphemism for old-fashioned.

We are largest can mean a newly acquired member of a huge conglomerate, and conglomerates are only as good as the management teams of their diversified companies.

To discover true customer benefits a representative must use the questioning technique, but the questions should be related not only to the product, but the total ramifications of a company. Every fact, every feature

must be analyzed and the resulting benefits incorporated in the sales offer. This is the reason why this paper is called **Offer Analysis** and not Product Analysis.

Here are examples of the type of questions that could be asked:

- What is special about our factory or service offering?
- Do we use machinery that allows for better quality — finish — durability?
- Does our management team have special qualifications? (e.g. managing director is a technical adviser to a Government department — research chemists have developed a substance of world-wide acclaim.)
- Do local offices help speed deliveries or cut time and costs involved with travel?
- In what way does our research and development team help our customers?
- In what way do our exports help our customer's home market?
- How will the packing of our products help our customers?
- How does our service department offer a better service than our competitors?

The objective of offer analysis is to identify and list every product feature, company advantage, advertising and promotional scheme, assets of company personnel, and then turn these features into benefits for the buyer.

Be Selective

A complete analysis may result in the listing of a hundred or more features leading to two hundred benefits. This is unusual, but it can happen, for example, when a salesperson carries a wide range of component parts. However, most product analysis results in approximately ten features, twenty general

benefits and perhaps, thirty selective, or personal benefits.

In many sales interviews a salesperson can present the total sales offer, while at others the offer should be selective.

The complete analysis provides a product or service representative with a storehouse of futures/ benefits from which the representative can select those applicable to the buyer. The more thorough and complete the analysis, the better the salesperson is able to select benefits which will motivate a buyer.

Another reason for the essential need of a complete analysis is to enable a salesperson to think of benefits a second layer down — double benefits.

If the salesperson is selling to a retailer or wholesaler, or is calling on an architect, consulting engineer, or any other specifying authority, buyers are concerned with the needs of their clients or customers. Sales representatives have to be sure that they are giving the best advice, that standards will be maintained, or that the customer will benefit from buying from them. In the sales offer, a salesperson calling on a retailer will incorporate in the offer a benefit to the buyer and the buyer's client.

Beating Competition

Imagine now that you are selling a device used in the manufacture of a domestic appliance. This device, incorporating a special unit that has a five-point control, allows the manufacturer to work to fine limits.

You decide that it is hardly worth while incorporating this feature in your sales offer because all three of your competitors, A, B, and C also have five-point controls on their devices. But the salesman of Company B stresses this well-known feature — and gets the order, the buyer being under the impression that B's device is different, and has an additional advantage of a five-point control, while others may only have a three- or four-point control.

The buyer is only under this misapprehension because neither you nor the sales representatives from A or C companies had thought it worth while telling the buyer about it.

Remember, then, when working out your sales offer, do not leave out features/benefits that are taken for granted. Buyers are rarely as knowledgeable as they would like sales reps to believe. Always incorporate in your offer standard benefits, even if they can be claimed by competitors.

Now you might ask this question:

What happens when all competitors carefully work out their sales offers, when we all give similar benefits; who will then get the orders?

First, remember again that when all things are equal, the orders are generally placed with the sales representatives a buyer likes and trusts the most. Second, it depends on your ability to find that extra benefit.

Picture now, a pair of jockey scales with the buyer occupying the jockey's seat and you replacing the weights. The buyer is listening to your sales offer and considering whether he or she should buy from you or not.

Through the buyer's mind runs these thoughts:

Could I buy better elsewhere?

Can I get a better price?

Can I depend on their deliveries?

Can I rely on what this salesperson is promising?

Will it break down?

Will they be able to give immediate after-sales service?

I don't think their locking device is good as the one shown to me last week.

I'd be safer to rely on Company B — I've known them for awhile.

I'd better think it over.

All the time the customer is weighing up the proposal, the weight of any negative thoughts weigh down his or her side of the scale. The odds move against your getting an order.

Then you begin to build strong benefits, and gradually the scale moves slightly in your favor. Eventually, to your great relief, as you add benefit upon benefit your scale moves sharply down and the buyer's moves upwards.

At the tenth benefit the scales are equally poised. It is the moment of decision, but still the buyer hesitates — and while the buyer is

undecided, you add one more benefit. It might be only of marginal importance — almost gossamer light in weight. “

The second-hand value of this product remains high. In five years' time we can offer you...”



Your offer might be of small value to the buyer, but it is fractionally more than the figure suggested by a competitor — although insignificant compared to the total offer. To your delight you hear the buyer saying, “Perhaps it will do the job — the order is yours.”

The scale has been tilted only slightly — so slightly — in your favor, but it is enough to tip the scales.

We have been told by salespeople that they have often remembered this story when the going was hard, and it reminded them always to look for that extra benefit to beat competition.

Now you might ask,

“But if I've worked hard on the offer analysis, how can I possibly find an extra benefit?”

There is always one extra benefit.

And the effort it takes to find it is worth while.

Imagine your life depended on squeezing an orange dry with your hands. You are handed a medium-sized orange and told that if one drop of juice is left your life will be forfeit. So you begin to squeeze, relax, squeeze again, relax, exert more pressure, and squeeze even harder. Finally, with aching hands and tired muscles you believe you have succeeded — you feel safe. Looking down at the inert, misshapen, dry mass of useless pulp you hear the voice of the executioner saying, “It is not enough.” With fear sapping at your strength you make a final, determined effort. You squeeze, squeeze again. Nothing happens. You take a deep breath and exert every ounce of pressure ... One more drop of juice slowly drips from the pulp.



Squeezing the orange has a message for all salespeople. Your livelihood and an important order could depend on your ability to squeeze that extra benefit from the product. To do this you must think again of buying motivation —rational and emotional reasons why people buy, checking each feature again against each motivator. You may have overlooked the emotional appeal of pride, the rational appeal of security, or some tiny aspect in the history of your company that will give additional confidence to the buyer. You must find that extra benefit.

Telling isn't Selling

Many produce salespeople use words, sentences, and expressions, and make statements, which apparently offer benefits but have no impact on the buyer. For example:

It will increase your profit.

It will do a marvelous job.

It is self-cleaning.

Everyone is delighted with the results.

We can deliver them right away.

Our service is first-class.

They are sold all over the world

There are hundreds of these superlatives which sound great to the salesperson, but factual statements do not personalize a benefit, and it is personal benefits that motivate a buyer.

Salespeople, therefore, need a constant reminder to explain benefits in terms of the buyers' interests.

You will never forget to personalize benefits if you always member these three link words :

which means that

“They are sold all over the world” is a confidence building sentence used by many salespeople. By adding the words *which means that*, it can be considerably strengthened:

- *They are sold all over the world, which means that your agents can get immediate service.*

We maintain huge stocks. What does that mean? How huge are the stocks? The word huge can be interpreted differently by different people. How much stronger when a salesperson says :

- *We maintain huge stocks, which means that we can almost take over your inventory problems, and like our other customers, you will cut down on stocks by*

30 per cent or more because we deliver so quickly . . .

By using the words *which means that* you will be certain to give the benefit “YOU” appeal. The YOU is, of course, the buyer. Every sale must have YOU appeal.

Here are some examples from a variety of customers who are using this TACK formula:

Stretch Productions — Stretch’s Overall Service

“Ours is a complete service with a large inventory, *which means that* we take over all the problems of having stocks of the right size and type to satisfy you and your employees.”

Sam Johnson and Associates — Decorative Paint Division

This aluminum paint incorporates highly polished leafing aluminum in a silicone medium and is unaffected by temperatures of up to 1000 F *which means that* if this material is used on your exhaust stacks their appearance will be maintained for a much longer time than with conventional paints.

Pioneer — Animal Feed

Our Calf Cudlets have been designed to replace a whole milk diet via early weaning, *which means that* the calf can be reared more cheaply, with less labor, and with a significant reduction in nutritional upset.”

L. M. Van Motts and Sons — Diamond Tools

This is a new design in diamond wheel-dressing tools. Its purchase price is much in line with ordinary-price dressers. It is, however, intended to be used to destruction without the necessity of resetting, *which means that* fewer tools need to be stocked to cover the resetting time, and also the machine operator spends less time changing the diamond.

Drake and Johnson — Engineers

The centrifugal fan used only on Drake and Johnson sprayers is far quieter than all competitive types of sprayer, *which means that* the operator experiences far less fatigue.

Yardley & Co, Inc. — Perfume and Fine Soap Makers

You can see that our talcum powder is packed in a new plastic container. It is light and easy to handle, unbreakable and rust-proof, *which means that* the true fragrance of the talc is preserved for much longer when compared to any other form of packaging.

Quick Time Recorders — Time clocks

“This is a Quick fully automatic, one-hand-operated electric card-system time-recorder. It prints lateness and overtime in red for rapid analysis for your accounts department, *which means that* there is no time wasted. Staff clock in and out without delays or fumbling; they just put the card in the machine, and the rest is automatic.

Morley, Inc. — Hosiery manufacturers

This underwear is made from fabric knitted in such a way that it produces efficient insulating properties, *which means that* the garment is suitable for both summer and winter.

Slashers — Sports Goods Manufacturers

Years ago, tennis balls started smooth and wore even smoother, so that control in play was much more difficult. The Slasher tennis ball is covered with a specially developed cloth called TW or tennis weave — a combination of wool and nylon *which means that* it will wear in new-ball condition for hours of play.

Lansing Limited — Fork Trucks and Tow Tractor Manufacturers

With this truck you will reduce your gangways to six feet, *which means that* you can store 20 per cent more material in this warehouse.

Here is an example of how a salesperson can begin to work out the feature/benefit/YOU appeal for a specific type of fork-lift truck:

Features: uses diesel oil

Benefits: no need to recharge battery

no need for battery replacements

no depending on electrical means for recharging batteries

gives maximum performance all the time

These are all the facts derived from only one feature of the fork-lift truck. There could, of course, be many more.

Now let us give these facts YOU appeal:

YOU Appeal

1. No need for recharging batteries, *which means that YOU will increase the work load without increasing costs. That is quite a saving ...*
2. No need for battery replacements, *which means that YOU will cut costs.*
3. YOU will not be dependent on electric mains for recharging the batteries, *which means that your staff will not have to waste time moving to an electrical junction or running a cable. Your staff can use the truck anywhere at any time — a huge advantage in a very busy factory like yours.*
4. YOU will get maximum performance all the time, *which means that your running costs will be lower.*

Offer Analysis Sheet

To achieve the objectives of listing features/benefits/YOU appeal and remembering *which means that*, a simple device can be used — an Offer Analysis sheet. This sheet will help you organize your knowledge of your product or service in such a way that it becomes easy to link features to benefits and then express these as personal benefits, with the relevant YOU appeal. As many sheets as necessary may be used.

The following examples are copies of Offer-Analysis sheets completed participants delegates attending TACK sales courses.

OFFER ANALYSIS SHEET — Product or Service: Tiles (peel and stick)

FEATURES	BENEFITS <i>which means that</i>	YOU APPEAL
Wide range of colors	<ol style="list-style-type: none"> 1. Bright appearance. 2. Eye-catching. 3. Pleases variety of color tastes 4. Colors suitable for bathrooms kitchens, halls, passages, etc. 	<ol style="list-style-type: none"> 1. You attract customer attention by enhancing shop/store display. 2. Passers-by will stop at your windows. 3. You have a greater opportunity to increase sales. 4. You can profit by increasing sales for a variety of areas.
Peel and stick.	<ol style="list-style-type: none"> 1. Easy to lay. 2. Adhesive already applied to tile. 3. Measured application of adhesive. 	<ol style="list-style-type: none"> 1. Sales are easier because your customer needs no special knowledge or qualifications. 2. Your customer becomes instantly interested and buys quicker. 3. You will have no complaints from customers who might apply too much or too little adhesive as with some other tiles, saving you spending time on such complaints.
Well packaged.	<ol style="list-style-type: none"> 1. Easy handling. 2. Laying instructions on package. 3. Good presentation. 4. One-square-yard package 	<ol style="list-style-type: none"> 1. You profit from time-saving. 2. Your customer gains confidence by learning the simplicity of laying the tiles. 3. Your customer is impressed with the value you are offering. 4. You can calculate the number of packs required easily and quickly, resulting in a more rapid closing of the sale.
Display stand.	<ol style="list-style-type: none"> 1. Easy stock control 2. Compact. 3. Neat appearance. 4. Free. 	<ol style="list-style-type: none"> 1. You can maintain stock at needed levels satisfying customers without risking over-stocking. 2. You use available space to maximum benefit. 3. Your customer is encouraged to buy. 4. You have no need to build extra shelves.
Made of vinyl.	<ol style="list-style-type: none"> 1. Non-absorbent. 2. Tough and resilient. 3. Will not crack, rot, or decay. 4. Clear vinyl coating. 	<ol style="list-style-type: none"> 1. Your customer has no cleaning problems. 2. Your customer is satisfied by its wearing quality and will recommend your shop to friends 3. Your customer will have no maintenance problems, or complaints to you about bad wear. 4. Because there is no deterioration in appearance your customers will always be reminded of the good advice you gave.
Brochure.	<ol style="list-style-type: none"> 1. Aids sale. 2. Colorful. 3. Shows a floor design chart. 	<ol style="list-style-type: none"> 1. You can give a brochure to a prospective customer knowing that it will help to convince that customer to return to you and buy. 2. Your display is brightened. 3. Your customer is intrigued and is helped, making closing sales easier for you.

OFFER ANALYSIS SHEET — Product or Service: PVC Synthetic Veneers

FEATURES BENEFITS *which means that* YOU APPEAL

Company has large R&D Department	<ol style="list-style-type: none"> 1. Full technical data provided. 2. Advice on technical matters. 3. New and improved products are continually being looked at. 	<ol style="list-style-type: none"> 1. You can ensure that the material meets your technical standards. 2. You can call on our vast experience to help you solve problems. 3. You can be confident that you have the best possible product available.
Laminating	<ol style="list-style-type: none"> 1. Laminated equipment and adhesives can be recommended. 	<ol style="list-style-type: none"> 1. As you take the minimum time finding suitable manufacturers, you save time and money.
Wide range of wood-grain and effects available.	<ol style="list-style-type: none"> 1. Most natural wood-veneers can be matched from our range. 2. All types of furniture, RV interiors, and wall-boards can be produced. 3. Current trends and fashions are appealed to. 4. Varied tastes met. 	<ol style="list-style-type: none"> 1. You are able to offer your own customers an designs equally wide choice, thus increasing sales. 2. You can increase the market for your products, thereby increasing your profits. 3. You can maintain and increase sales despite your customers' design variations. 4. You will increase turnover by adding to your sales outlets.
Available in long, wide rolls.	<ol style="list-style-type: none"> 1. Cuts down time. 2. High speed laminating can be achieved. 3. Fully automatic laminating equipment can be used. 	<ol style="list-style-type: none"> 1. You get higher output. 2. You get maximum possible production. 3. Your labor costs are kept to a minimum.
Print protected finish.	<ol style="list-style-type: none"> 1. No further processing needed. 2. Durable finished surface. 3. Resistant to staining. 	<ol style="list-style-type: none"> 1. Your manufacturing costs are reduced. 2. You won't have the danger of damage during transit to your customer. 3. You can use this material on a wide range of products.
Supplied in final color and finish to individual customer's specs.	<ol style="list-style-type: none"> 1. Ensures product suitability. 2. Can be matched to existing products. 3. No color variation from batch to batch. 	<ol style="list-style-type: none"> 1. You have the best possible product for the job. 2. You can offer a full and comprehensive range. 3. You can supply unit furniture over several years to your customers and they can be confident that the units will match.
Sample stocks of each available.	<ol style="list-style-type: none"> 1. Initial product test-marketing can be carried out. 2. Immediate delivery. 3. Material can be fully evaluated under production conditions. 4. Substrates and adhesives can be evaluated at the same time as the PVC. 	<ol style="list-style-type: none"> 1. You can obtain market reaction to your product for a small outlay. 2. You can produce and provide a quick sampling service to your customers. 3. You can easily work out cost and price levels. 4. You save time and money.

OFFER ANALYSIS SHEET — Product or Service: Blister pack sewing needles

FEATURES	BENEFITS	<i>which means that</i> YOU APPEAL
Made of finest steel.	1. They last longer.	1. You are selling to your customer a needle that will last, thus keeping her goodwill and recommendations.
Presentation on plastic.	1. Neatly separated needles. 2. Plastic is hard-wearing. 3. It is attractive.	1. A sale is readily made because your customers, when sewing, can easily choose the needles they needs. 2. You have an additional sales point. Your customer can use the holder over and over again without breakage. 3. Eye-appeal can make and close a sale quickly—saving you time.
Bright red pack.	1. Easy to see.	1. Your customer will ask for these needles because the pack will catch customer's eye.
Strong cardboard pack.	1. Retains its appearance. 2. Holds needles together firmly. 3. It is re-usable. 4. It is attractive.	1. It will be openly used by your customer over a long period of time—a constant reminder of your service. 2. Your customer is less likely to lose them. A strong selling point for your store staff. 3. You can demonstrate the pack over and over again. 4. Eye-appeal can make and close a sale quickly — saving you time.
See-through plastic front.	1. The needles can be seen. 2. The needles can be counted.	1. Your customer can choose needles before opening the pack. 2. You can show your customers the value they are getting for their money.
Easy opening and folding back.	1. It is quick to use. 2. It is self-closing. 3. It is easy to demonstrate.	1. You lose less time selling with this pack. 2. You don't have to fiddle with a fastener. 3. You save time selling.
The special complete package.	1. Increased sales.	1. Your turnover in needles will increase, resulting in profitability for you.

OFFER ANALYSIS SHEET — Product or Service: Car radio antennas

FEATURES	BENEFITS	which means that	YOU APPEAL
Wide range of high quality antennas.	<ol style="list-style-type: none"> 1. Fewer returns or complaints. 2. Looks much better on car. 3. Wider range of customers. 		<ol style="list-style-type: none"> 1. You have more time to deal with profitable work. 2. Your customer will be pleased with your recommendation. 3. You increase your turnover.
Made at modern factory with its own delivery vans.	<ol style="list-style-type: none"> 1. Faster and better deliveries. 2. Any problems more easily settled. 3. No need to carry large stock. 		<ol style="list-style-type: none"> 1. You know the goods will arrive on time allowing you to give a better service to your customer. 2. You can save time and worry. 3. You don't have a large capital outlay.
Special bulk packing.	<ol style="list-style-type: none"> 1. More storage space. 2. Easier to handle. 3. Cheaper to buy in bulk. 		<ol style="list-style-type: none"> 1. You can hold a larger range of stocks. 2. You save time in moving goods. 3. You save money and increase your profits.
Six-section rod-set incorporating lantern-springing between each section.	<ol style="list-style-type: none"> 1. Short under hang. 2. Longer rod-set. 3. Greater stability, will not sway about causing distraction, even at high speeds. 		<ol style="list-style-type: none"> 1. You can assure your customer that it will fit easily on cars with limited under-wing space. 2. It will give better reception in difficult areas therefore helping you to close more sales. 3. Your customer can tune radio in more easily and quickly.
Stainless steel, fully retractable lock-down aerial.	<ol style="list-style-type: none"> 1. Rod-set rust-proof. 2. High-quality prestige material. 3. Collapses completely into the wing of the CAR, allowing the utility of automatic car-washes. 4 Locks down safe from vandals. 		<ol style="list-style-type: none"> 1. You can offer your customer a long-term, more economical product. 2. Your fitters will experience the satisfaction and pride of good workmanship. 3. You do not lose customer-goodwill by advising the purchase of an antenna that could be subsequently irrevocably damaged during a car-wash. 4. You can give your customer a built-in safety device to save the customer expense.
42 degrees angled zinc-plated saddle with earthing teeth.	<ol style="list-style-type: none"> 1. Will not rust. 2. Teeth clamp through under seal. 3. Will fit entirely from the top of the car-wing. 4. Strengthened material. 	<ol style="list-style-type: none"> 1. Giving your customer permanent earthing system, saving expensive returns. 2. Saving your fitters time-consuming job of scraping away unwanted insulation (under seal, etc.). 3. No need for your fitters to remove wheel-arch splash-covers fitted on an increasing number of cars. 4 Can not be split by over-tightening, saving you extra expense during installation. 	
Polypropylene-injected body housing.	<ol style="list-style-type: none"> 1. Will not rust from under-wing spray, stopping interference. 2. Waterproof. 	<ol style="list-style-type: none"> 1. Saves the risk of shorting-out when raining, causing complaints. 	<ol style="list-style-type: none"> 1. You save money by reducing expensive guarantee claims.

OFFER ANALYSIS SHEET — Product or Service: Prefabricated cubicles

FEATURES	BENEFITS	<i>which means that</i> YOU APPEAL
Purpose-made service.	<ol style="list-style-type: none"> 1. Flexibility of layout. 2. Flexibility of design. 3. Change of construction offered. 4. Range of finishes and colors. 	<ol style="list-style-type: none"> 1. You reduce design costs. You reduce building costs. You save space. You can make more efficient use of space. 2. Your particular requirements catered for. You do not incur excessive 'specials' prices. You can use for a wider range of applications. 3. You have a choice to suit your needs. 4. You can select to harmonize with any color plan.
Manufactured from melamine-faced chipboard W BP plywood.	<ol style="list-style-type: none"> 1. Economic material. 2. High strength/weight ratio. 3. Hard-wearing surface. 4. Permanent color. 5. Hygienic finish. 6. Available as separate panels. 	<ol style="list-style-type: none"> 1. You reduce prime costs. 2. You benefit from reduced transfer costs. You benefit from low erection costs. You benefit from quickness of erection time 3. You save on maintenance costs. You save on cleaning costs. 4. You avoid redecorating costs. 5. You save on cleaning and disinfecting costs. 6. You can use same material for other associated structures to obtain matching installations, e.g. duct covers, etc.
Supplied in kit form.	<ol style="list-style-type: none"> 1. Allows convenient and easy packing. 2. Easier to apply protective packing. 3. Simplicity of erection and fittings 4. Ease of site-handling. 5. Minimum number of fittings and pre-packed. 6. Minimum bulk. 	<ol style="list-style-type: none"> 1. You benefit from reduced transport costs. You gain quicker delivery by reducing transport time. 2. You experience less delays and costs due to damage in transit or on site. 3. Your erection times and costs reduce. You require less skilled labor. 4. You reduce erection and labour costs. You reduce risk of site damage. You reduce time of erection. 5. You minimize delays and costs through site-pilferage and loss. 6. You benefit from reduced transport costs. You achieve less inconvenience in storing onsite. You need only minimum storage space on site. You have less risk of damage on site. You require less protection on site.

Continued on next page

OFFER ANALYSIS SHEET — Product or Service: Prefabricated cubicles, Continued

FEATURES	BENEFITS	<i>which means that</i> YOU APPEAL
Metal-faced chipboard. or WBP plywood	<ol style="list-style-type: none"> 1. Durable finish. 2. Textured surface available. 3. Suitable base for good paint finish. 4. Non-rust surfaces available. 5. Allows quick and easy repairs. 	<ol style="list-style-type: none"> 1. You reduce damage by harsh use or vandalism. 2. You minimize writing or defacing. 3. You can paint any color, with reduced preparation costs. You reduce the number of coats. 4. You can have durable metal without need to paint. 5. You reduce maintenance costs and repair costs.
All metal sections anodized.	<ol style="list-style-type: none"> 1. Permanent protection. 2. Silver finish standard. 3. Aluminum alloy. 4. Wide range of sections and sizes readily available. 	<ol style="list-style-type: none"> 1. You have no maintenance costs. 2. You achieve good and attractive finish suitable for use with any chosen color. 3. You benefit in cheaper and quicker fixing and drilling on site, as some metal-working is allowed for in design to give adjustability on sizes. 4. You have greater freedom in structural arrangements for special designs and requirements.
Wide variety of fixings and fittings available, accessories.	<ol style="list-style-type: none"> 1. Adjustable pedestals if required. 2. Nylon hinges and assembly cleats. 3. Pilfer-proof screws, etc. 4. Special bolts, hinges, etc. 5. Curtain tracks and curtains 6. Sliding and folding doors. 7. Anti-finger-trap door buffers. 8. Fixings for finished walls and floors. 	<ol style="list-style-type: none"> 1. You can accommodate floor-falls or unevenness without need of special packing-up. 2. You avoid maintenance — non-rust hinges require no lubrication. You simply achieve doors to self-close or open at minimum cost. 3. You reduce repair costs due to vandalism and pilferage. 4. You can satisfy special requirements for invalid cubicles in the one package — thus your specifying time and costs reduced. 5. Your range of adaptations wider and in one package. 6. Assists in planning where there are space limitations. 7. You have a built-in safety factor. 8. You speed up site schedules as finishes can be proceeded prior to cubicle delivery. You require no special built-in provisions for fixing, thus avoiding delays and interruptions to finished work. You can quickly and cheaply dismantle cubicles for relocation and/or re-use. You can quickly replace damaged panels only, without involving cost of new cubicle. You do not lose use of amenity except for minimum replacement work.