Defining Your Business Product

Before you write your first word in business communication, you need to know who you are as a business. Whether your business product is a physical product or service, defining it is not as simple as it sounds.

The following guide may help frame your definition. If you have multiple products and services, use a separate form for each.

What product/service do you offer?
Product/service name
Product/service description
List of features (product/service facts -e.g., dimension, push button, glare-free)
List of benefits (how it helps customers-e.g., increased productivity/web traffic)



Defining Your Business Product (continued)

What problems does your product/service solve?
Examples - Time-saving, cost-saving, customers will be healthier, have less stress
What makes your business/product/service different?
Business Differences
Professional/Personal Experience
Work experience – e.g., positions held, companies worked for, position in industry
Identify skills gained – e.g., Leadership, time management, communication



Defining Your Business Product (continued)

What makes your business/product/service different? (continued)

ersonal experience skills – e.g., Sports developed team-building, volunteer work
ttitude/Traits – e.g., Dedicated, hard-working, reliable, responsible
elivery – e.g., On time, as promised, validating testimonials
RODUCT/SERVICES DIFFERENCES
.g., 24-hour turnaround, lower cost, better results (quantify)

