

# Know Your Products

## Lesson 2, Products & Customers || Worksheet

*Use this worksheet to help you define exactly what your products are.  
Keep it, tweak it, and re-do it at least once a year.*

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TODAY'S DATE

### Step 1: List Your Products

Start by listing all of your products. That means every single thing that you sell.

My Products:

## Step 2: Group Your Products

Decide if you need to group your products into product groups, or “buckets.” If you do, then figure out what those buckets should be and group your products into them here. Name each product group and then list all the products and services that go into it. If you need more buckets, copy this page or print it out again.

Product Group: \_\_\_\_\_

Product Group: \_\_\_\_\_

Product Group: \_\_\_\_\_



### **Step 3: Write Detailed Descriptions**

Pick one of your product groups. Write a detailed description of that product group. Include everything you can think of. Repeat this step with each of your product groups.

Product Group: \_\_\_\_\_

Detailed Description:



## Step 4: Write Concise Product Descriptions

Shorten each of your product descriptions to two to three clear, concise sentences. Include the things that are most important for a new customer to know about what you are selling. Cut out all the jargon and use clear language that anyone can understand.

Product Group: \_\_\_\_\_

Short Description:

Product Group: \_\_\_\_\_

Short Description:

Product Group: \_\_\_\_\_

Short Description:



## Step 5: List Key Benefits

List the top three key benefits of each product group. What do you customers get from this product? How does it make their life better? What value does it offer?

Product Group: \_\_\_\_\_

Key Benefits:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Product Group: \_\_\_\_\_

Key Benefits:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Product Group: \_\_\_\_\_

Key Benefits:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

