



SELLING YOURSELF

FAB (Feature – Advantage – Benefit) Selling

During the interview, it is essential that you SELL YOURSELF. Feature-Advantage-Benefit Selling is a fabulous way to do this!! FAB selling teaches you to effectively sell yourself by using personal examples.

- FEATURE: A fact that sets you apart from other people.
- ADVANTAGE: A specific, personal example that supports your fact.
- BENEFIT: How your fact and example benefit the employer.

As an example:

- FEATURE: Motivated
- ADVANTAGE: While at XYZ Company, I was regularly sent to under producing stores to coach and mentor the staff and increase profits.
- BENEFIT: I can bring my coaching/motivating technique and skills to your company and achieve positive results.

Below are additional features many employers look for in their candidates. Examine your background and complete the advantage and benefit chart below.

FEATURE	ADVANTAGE	BENEFIT
Strong work ethic		
Goal-Oriented		
Aggressive		
Resilient		
Persistent		