



Sell with Confidence - Using the FAB Approach

DAY 7

Part of our '12 Days of Learning' series – small ideas with BIG impact!

When you focus on what truly matters to your client — not just *what* you sell, but *why it matters* — confidence comes naturally. The **FAB approach** makes your message clear, persuasive, and people-focused.



What is FAB?

F = Features | A = Advantages | B = Benefits

It's a simple framework that helps you move from *what it is* → *why it's useful* → *why it matters to them*.



Here's How It Works



Feature – What it *is*

Describe what you're offering clearly and simply.

"Our leadership course includes a 360° feedback assessment."



Advantage – What it *does*

Explain how it works or what makes it stand out.

"It helps participants understand their strengths and blind spots."



Benefit – Why it *matters*

Connect it to the client's world — the real impact or outcome.

"That means your managers lead with greater self-awareness and confidence."



Why FAB Builds Confidence

- It keeps your message clear and structured
- It shifts focus from *you* to *your client's success*
- It gives you a natural flow for every conversation

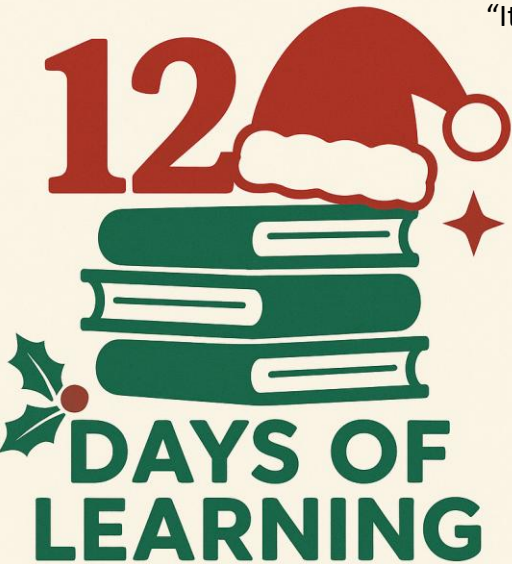


Learning Challenge

Pick one product, service, or idea you sell.

Write down its **Feature, Advantage, and Benefit** — and practice saying it out loud.

Feel your confidence grow with every repetition



For more info on this or courses covering this topic, please call our friendly helpful team at Adapt on 01473 414 414 or enquiries@adaptltd.co.uk