

## Features and Benefits Quiz - Check Your Knowledge

Circle the letter or letters that best describes what each statement provides.

Feature = <b>Fe</b>	Function = <b>Fu</b>	Benefit = <b>Be</b>	Proof Statement = <b>Pr</b>
1. We are the largest and best known company in our industry. Ask anyone about us.	<b>Fe</b>	<b>Fu</b>	<b>Be</b> <b>Pr</b>
2. The reason that we provide the best service is because we have more vans than anyone else to service your needs.	<b>Fe</b>	<b>Fu</b>	<b>Be</b> <b>Pr</b>
3. Our drivers are professionally trained. They all have completed a rigorous safety and courtesy class.	<b>Fe</b>	<b>Fu</b>	<b>Be</b> <b>Pr</b>
4. When you ride to the airport with us, you are making an environmentally sound decision.	<b>Fe</b>	<b>Fu</b>	<b>Be</b> <b>Pr</b>
5. Ride with confidence - We guarantee our on time performance.	<b>Fe</b>	<b>Fu</b>	<b>Be</b> <b>Pr</b>
6. Customer surveys show that we are the number one on-time performer. Customers prefer us two to one.	<b>Fe</b>	<b>Fu</b>	<b>Be</b> <b>Pr</b>
7. Over 1000 locations to serve across the United States.	<b>Fe</b>	<b>Fu</b>	<b>Be</b> <b>Pr</b>
8. Our vans have dual air conditioning units.	<b>Fe</b>	<b>Fu</b>	<b>Be</b> <b>Pr</b>
9. You can depend on us. We have a 99 percent on time performance.	<b>Fe</b>	<b>Fu</b>	<b>Be</b> <b>Pr</b>
10. This car has the most powerful engine in its class.	<b>Fe</b>	<b>Fu</b>	<b>Be</b> <b>Pr</b>
11. The modern styling of your new BMW M7 will make you the envy of all your neighbors.	<b>Fe</b>	<b>Fu</b>	<b>Be</b> <b>Pr</b>
12. Over one hundred billion hamburgers served.	<b>Fe</b>	<b>Fu</b>	<b>Be</b> <b>Pr</b>
13. Just ad hot water and you have a gourmet soup in 2 minutes.	<b>Fe</b>	<b>Fu</b>	<b>Be</b> <b>Pr</b>
14. You'll never worry about running out of cash. We have teller machines in over 2000 convenient locations in the bay area.	<b>Fe</b>	<b>Fu</b>	<b>Be</b> <b>Pr</b>
16. Eat your chicken soup. It will help you grow big and strong.	<b>Fe</b>	<b>Fu</b>	<b>Be</b> <b>Pr</b>