


Pigeonhole:	Drawers (must be a product or service)	 Hanging Files (7-Minute)	 File Folders (InfoMinute)	Key Points
		1	A	
		2	B	
		3	C	
		4	D	
		5	E	
		6	F	
		1	A	
		2	B	
		3	C	
		4	D	
		5	E	
		6	F	
		1	A	
		2	B	
		3	C	
		4	D	
		5	E	
		6	F	
		1	A	
		2	B	
		3	C	
		4	D	
		5	E	
		6	F	



	Process (Stages)	Products (Choices)	Features (Facts)	Benefits (Results or Emotions)	Symptoms (Tell-tale Signs)	Types of Clients (Differentiators)	Key Points					
1								Key Points				
2									Key Points			
3										Key Points		
4											Key Points	
5												Key Points
6												