

5C HOW TO ... talk about a product
Sales team


We all need _____, but are you looking for something different?	Do you have a problem with _____?
We all want _____, but lots of us _____.	Maybe your _____ are too _____.
Well, here's the answer. _____	Well, I have the answer. _____
It's not just a normal _____, and I'll tell you why.	It's _____. It has _____. It's got _____.
It's _____. It has _____. It's got _____.	The best thing about _____ is _____.
And that's not all. You can _____.	Why is this important? Well, _____.
It's perfect for _____.	_____ different colours/sizes.
I really love my _____, and you're going to love yours, too!	I really love my _____, and you're going to love yours, too!