



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

Tel: +27 12 004 8389 · Mobile: +27 65 077 6310

Email: apply@aaticd.co.za · Website: www.aaticd.co.za

COURSE BROCHURE

Product and Service Features, Advantages, Benefits

Business, Commerce and Management Studies / Marketing

Unit Standard 252196 · NQF Level 4 · 4 Credits · 1 Day

COURSE OVERVIEW

This course equips learners with the ability to clearly distinguish between features, advantages, and benefits of products and services. Participants will learn to articulate value propositions that resonate with customers, enhancing sales effectiveness and customer satisfaction. The course focuses on practical application in a South African business context.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	252196
Accreditation	SAQA Accredited · NQF Level 4 · 4 Credits
Duration	1 day
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Distinguish between features, advantages, and benefits of products and services in a given context.
- Apply the FAB framework to describe products and services in a customer-centric manner.
- Analyze customer needs to align product/service benefits with specific requirements.
- Demonstrate the ability to communicate value propositions effectively in a sales or service interaction.
- Evaluate the impact of using features, advantages, or benefits on customer decision-making.

WHO SHOULD ATTEND

- Sales representatives, customer service agents, marketing professionals, and any staff involved in promoting or explaining products and services to clients.

COURSE OUTLINE

Day 1: Understanding and Applying FAB Analysis

- Introduction to FAB Analysis: definitions and importance.
- Features: factual attributes of a product/service.
- Advantages: performance characteristics of features.
- Benefits: value to the customer (what's in it for them).
- The FAB sequence: linking features to advantages to benefits.
- Common pitfalls: focusing on features instead of benefits.
- Practical exercise: FAB analysis of a real product.
- Review and application in sales and marketing contexts.

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **4 NQF credits** at **NQF Level 4**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 12,800.00	R 12,800.00
1	In-House	R 16,600.00	R 16,600.00
1	On-Campus (Pretoria)	R 19,200.00	R 19,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
07 Aug 2026	07 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	10 Aug 2026	On-Campus	Abu Dhabi, UAE
11 Aug 2026	11 Aug 2026	On-Campus	Durban, South Africa
11 Aug 2026	11 Aug 2026	On-Campus	Mauritius
12 Aug 2026	12 Aug 2026	On-Campus	Cape Town, South Africa
13 Aug 2026	13 Aug 2026	On-Campus	Dubai, UAE
14 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
17 Aug 2026	17 Aug 2026	On-Campus	Durban, South Africa

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 252196) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call **+27 12 004 8389** or WhatsApp **+27 65 077 6310** and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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