












Turning Selling into Buying[®] - TakeAway Generator

Offering:		Buyer(s):
Characteristics of your Offering expressed as...		
Feature	Advantages/Benefits	TakeAway™
This Characteristic....	SO WHAT? SO WHAT? SO WHAT?	Does it pass a T.I.R.E.S. Check? <i>TIME, INCOME, RISK, EXPENSE, STATE</i>
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