



FrontLine®

MARKETING INFORMATION FOR
TODAY'S FEED PROFESSIONAL

Identifying and Differentiating Features, Advantages, and Benefits

As a professional salesperson, it is important to separate product features from product advantages and producer benefits. Focusing on your product's benefits to the producer will always keep you positioned as a helper and source of information for producer, rather than being seen as a peddler. The following table identifies examples of milk replacer product features, advantages, and benefits.

Features	Advantages	Benefits
Instantized	Mixes quickly, thoroughly settles out less	Saves time nutrition gets to the calf
22% Protein	Meets NRC Minimum Protein Requirement	Top Performance for strong replacement animals
High fat level	Meets highest energy levels required	Maximum performance under stress
High quality milk products	Consistent product	Uniform performance
Milk Protein	Easily digestible	Maximum performance, less scours
Soy protein concentrate	Very digestible soy protein source Economical protein source	Better performance than other soy proteins
Stringent quality control	Uniform product	Consistent performance, batch to batch
Researched vitamin and mineral Supplementation	Meets and exceeds NRC nutrient requirements	Better animal health and performance
Made by Milk Products, Inc.	Long history in dairy product manufacturing; reputation of quality products	Less variation in product performance than other brands