

FFBBT

Exercises

| EXERCISE #1 | |
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| PRODUCT/SERVICE | |
| FEATURE | |
| FUNCTION | |
| BRIDGE | |
| BENEFIT | |
| TIE-DOWN | |
| EXERCISE #2 | |
| PRODUCT/SERVICE | |
| FEATURE | |
| FUNCTION | |
| BRIDGE | |
| BENEFIT | |
| TIE-DOWN | |

