



Sharing Norwex Skin Care



FABCE

F – Feature of product

A – Advantage of that feature

B – Benefit of that advantage

C – Custom suggestion (suggest or share 2 other considerations)

E – Emotional layer (how this product fulfills a need and connects to our mission)

Complete each of the thought-starters below to create your own script.

F – Feature _____

A – Advantage _____

B – Benefit _____

C – Custom suggestion _____

E – Emotional layer _____

Notes:
