

```
if (document.addEventListener) { document.addEventListener("DOMContentLoaded",
window.print(), false); } // for Internet Explorer (using conditional comments) /*@cc_on @*/
/*@if (@_win32) document.write(""); var script = document.getElementById("__ie_onload");
script.onreadystatechange = function() { if (this.readyState == "complete") { window.print();
// call the onload handler } }; /*@end @*/
```

features

Posted by: amjath in [cobra group plc](#) , [Cobra Group of Companies](#) , [Cobra Group Companies](#)
,
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on
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It's the benefits of a product and not its features that The **Cobra Group PLC** seeks to promote and sell. The interests of its clients is paramount of course, however Cobra believes that customer satisfaction always holds the key to success. Field representatives are trained to not only present the features of a client's product but to present what the tangible benefits of those products are. This way the customer is at the forefront of any promotion. The customer's needs are the focus as representatives' point out the benefits to them one by one. Cobra never seeks to market products and services that are not seen as having a tangible benefit to their customers. This one fact allows customers to feel confident in any product that

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seeks to promote. It is these values that set Cobra apart.