

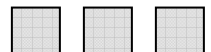


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GLOSSARY OF WORDS THAT SELL

PHRASES:

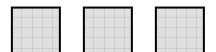
1. The _____ advantage
2. Only ____ gives you
3. For the Finest in _____, look to _____
4. Expect only the best....
5. The ___ experts..
6. ----- For those who insist on the best
7. Finally there's a better way to....
8. _____ Is our business
9. Now more than ever you need -----
10. ___ Reasons why you need...
11. Will you be ready for the....
12. Will you be ready for the next time...
13. What's the best investment you could make?
14. How much is your company spending on....?
15. What's the most effective way to..
16. It's no secret that....
17. If you're like most people, you probably...
18. Within 30 days from today, you could change the way you.
19. Believe it or not.
20. We live in an increasingly complex society....
21. Today more than ever.....
22. It's a fact of life that....
23. Its' never too late too....
24. It isn't enough to be.....
25. _____ may determine the future of your business....
26. We've got the solution to you...
27. Capture the....
28. Discover the...
29. Learn about the....
30. This we promise
31. One thing is for sure...
32. What does this mean for you?
33. This we promise





DESCRIPTIVE WORDS:

1. Comprehensive
2. The ultimate
3. The only____you'll ever need...
4. Leaves no stone unturned
5. Simplifies
6. Facilitates
7. Clarifies
8. Easily adaptable
9. Reputable
- 10.Flexible
- 11.Respected
- 12.Prestigious
- 13.Premier
14. A positive force in bringing about....
- 15.Outstanding
- 16.Honored
- 17.Accomplished
- 18.Talented
- 19.Veteran
- 20.For over__years
- 21.Since (date)
- 22.Mastery of....
- 23.Integrity 24.Genuine





STATUS:

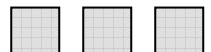
1. The Rolls Royce of...
2. Class
3. Highest ranking
4. Elite
5. Exclusive

MORE:

1. Your passport to....
2. Preferred by more...
3. Strong
4. No nonsense
5. Tough
6. Gets results
7. Never lets up
8. Raises the bar....
9. Raises
10. Produces...
11. Provides
12. Provides a higher level of service...
13. Creates...
14. Our job is to help you...
15. Lets you...
16. Aids..
17. Solves...
18. Advises...
19. Performs...

SUPERIOR:

1. The highest quality
2. The finest....
3. The greatest...
4. The foremost...
5. Unsurpassed
6. First class
7. Excellent
8. Superb
9. Outstanding 10. Unparalleled 11. Paramount





12. The better way to... 13.Excels
- 14.Supreme
15. The standards by which others are judged...

PURE PERSUASION

- 1.We think you'll find that...
2. We think you'll agree...
3. We stand behind our claims...
4. Ready to prove everything we claim...

THE MOMENT OF DECISION

1. This is your moment!!
2. Now is the time.
3. Make a winning decision
4. Take this important first step
5. Decide for yourself
6. Make this a turning point for your company...

IMAGE:

1. Our dedication to..
2. We server
3. We uphold
4. We're dedicated to...
5. We meet every challenge

