

HOW TO USE PRESTIGE

THE LANGUAGE OF EXCELLENCE

ARE YOU PRESTIGE?

Your goals and performance are always higher.

WHO YOU ARE

Ambitious ■ Results-Oriented ■ Respected







HOW TO USE PRESTIGE

- Find one small but specific way to offer “the ultimate”
- Define your higher standards
- Exceed expectations in specific ways

WHAT WILL HAPPEN

- You'll earn a higher perceived value
- You can raise your price
- You can become more selective

COMBINE PRESTIGE WITH

-  **INNOVATION:** to set the rules on your terms
-  **PASSION:** to increase the value of irrational ideas
-  **POWER:** to hone admiration
-  **TRUST:** to embody timeless fine living
-  **MYSTIQUE:** to hint at hidden benefits
-  **ALERT:** to heighten demand for luxury

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