

**ACHIEVING SUCCESS WITH  
HIGHER STANDARDS**

# **PRESTIGE**



**HOWTOFASCINATE**  
DISCOVERED BY SALLY HOGSHEAD

ARE YOU PRESTIGE?

*your goals and performance are always higher.*

# WHO YOU ARE

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**AMBITIOUS • RESULTS-ORIENTED • RESPECTED**

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# 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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