

# 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 PASSION

- 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