

# 5 DAY CHALLENGE

SELLING LUXURY TO HIGH NET WORTH CLIENTS



THE LANGUAGE OF LUXURY SELLING

10 WORDS THAT HELP CLOSE SALES

Day One

# THE LANGUAGE TRIGGER

*If you say it, they'll doubt it. If they say it, they'll believe it.*

Thousands of luxury salespeople around the world rarely stop to consider that the language they're using with their clients, may be one of the reasons for not closing sales.

They're using what I like to call "Rejection Enabled Words"

Let me define what I'm talking about: When a future client hears rejection words, their responses often go something like this: "Oh no, I'm just looking." "We're in no hurry." "We're just checking what's available."

If you're deeper into the selling process when you let a rejection word slip out, your potential client will say things like, "We'll let you know." "We'll sleep on it." "We're just gathering information now." "We'll call you when we're ready."

Rejection words work well. In fact they work so well that stop sales momentum dead in its tracks. They terrify your potential client so much that most of them will reject you and your proposition.

If you're using rejection words, you don't need to worry about competitors – you're your own biggest competition!

Here's a horrible handful of these words and what to replace them with:

# REJECTION WORDS

*Words that kill a sale, dead*

Download the list of rejection words by clicking the button below. To download to your mobile phone please open your camera and point it at the QR Code



# TODAYS VIDEO

<https://lux.ac/challenge-day01>

# TODAYS TASK

Today is day one of your challenge and we're looking at the language we use when selling within a luxury environment.

Below you'll find a bingo card with nine new words we discussed in the training video.

Your challenge today is to see how many you can integrate into your conversations with your clients.

Three words in a row gets entered into a prize draw and a whole bingo card wins an instant prize!

# TODAYS TASK



## LANGUAGE BINGO

<b>TOTAL INVESTMENT</b>	<b>INITIAL INVESTMENT</b>	<b>PAPERWORK</b>
<b>AGREEMENT</b>	<b>OWN</b>	<b>ACQUIRE</b>
<b>AREA OF CONCERN</b>	<b>CLIENT</b>	<b>MORE ECONOMICAL</b>

### HOW TO PLAY

Every time you use your new word check it off your bingo card!

There are prizes for lines and full bingo cards!!

No cheating!!



# NOW DO THIS

1. Go to link [www.lux.ac/complete](http://www.lux.ac/complete) before midnight tonight
2. Upload your completed challenge.