

| BAD WORD      | THINK ABOUT IT   | REPLACEMENT                     |
|---------------|--|---------------------------------|
| Price or cost | Every time a customer hears the word price or cost, they immediately believe you're going to be pressuring them to buy something and their guard goes up. That's why in luxury we don't have prices, we have investments!  | Total Investment                |
| Deposit       | If you want a term that will turn off any luxury client then go ahead and use the word deposit, or worse, down payment! Certainly luxury customers pay deposits just like any other, but in luxury we don't have deposits, we have initial investments!  | Initial Investment              |
| Contract      | When a luxury client hears the word contract what happens? They snap straight back into logical thinking mode, you've just mentioned solicitors, lawyers, financial advisors and business managers. People are incredibly reluctant to sign contracts, but they're more than happy to look at the paperwork, initial an agreement or help you with a form! | Paperwork<br>Agreement<br>Form  |
| Sign          | As young adults, even as adults we are constantly told not to sign anything without first checking, so the word sign immediately instils fear. Instead the luxury customer much prefers to approve or authorise their investment!  | Endorse<br>Approve<br>Authorise |
| Buy           | People love to own, they're nervous about buying something so it increases fear. Buying something is daunting and painful, owning something is fun and pleasurable   | Own                             |

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| Sell       | Second hand car salesmen sell things, infomercials on TV sell things. Luxury ambassadors help you acquire, help you obtain or work with you to supply something. But we never sell you something!   | Help you acquire<br>Help you obtain<br>Work with you to supply               |
| Sold       | <p>Never has anyone said with a happy smile and a joyous tone "Look what a salesperson sold me today!" People tend to say "Look what I bought today". Whilst bought may be the past tense of buy, it's also a word we use to boast about ownership. Bought a house, bought a car, bought a yacht.</p> <p>I sold one to the CEO of Billionaire Company. "Did you indeed, well I wont be as gullible as him!". CEO of Billionaire Company bought one last week. "Did he? Well if he owns one then I want one too"</p> | You never sold your product to the previous client. They bought it from you! |
| Objections | <p>The human mind has boxes and when you say the word objection, "I've heard this objection before", The mind opens up the box labelled objections and hey presto! Inside that box is lots of other objections they hadn't thought about! We don't have objections in luxury, we have areas of concern with which we help put your mind at ease.</p> <p>"Yes I help put Mr Billionaires mind at ease last week when he had the same area of concern"</p>  | Areas of concern   |
| Deal       | <p>So many people have been told by sales people in the past that "this is a good deal", so they end up buying it, didn't like it, and are now very sceptical of anything that is suggested as a good deal. We don't have "good deals" in luxury. Good deals are for second hand Ford Fiestas. We have opportunities or transactions.</p> <p>We've helped a lot of people with the opportunity to own this wonderful decanter</p>   | Opportunity or Transaction   |
| Customer   | We don't have customers in luxury. High street stores have customers, luxury companies have clients.  | Client   |

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| Cheap or Cheaper | <p>If one product you're showing your client is outside their budget, our instinct is to say "I have a cheaper option, or this one is cheaper,". We never do cheap in luxury. Cheap is lower quality and even the lowest price luxury product is never low quality.</p> <p>The one that costs less is simply more economical</p> | More economical    |