



BEAUTICONTROL®

## WORDS THAT SELL

*It's Holiday time...and your clients are definitely in the buying mood. Help feed this mood by using words that will trigger emotion, fulfill a need and move them to action.*

*Try adding some of these words and phrases to your presentations.*

### Leading with a question

"Isn't it time you..." (treated yourself to something special? pampered yourself?)

"Wouldn't you like to..."

### Opening with a lead-in

"Just wait until you..."

"If you've been waiting for the best..., you don't have to wait any longer."

### Create a feeling of "must have"

Irresistible

Magnificent

Unforgettable

Fabulous

Delightful

Elegant

Stunning

Enchanting

Exquisite

Remarkable

Fascinating

Incredible

Inviting

Superb

Intriguing

Amazing

Exciting

Glamorous

Alluring

Sensational

### Create a feeling of comfort

Haven

Tranquil

Like floating on a cloud

Relaxed

### Letting them know it's easy to use

It's a snap

Within minutes

It's that simple

All you do is

### Letting them know it's new and advanced

Innovative

An exciting new way

Up-to-the-minute

The latest

Designed for today's

A whole new approach to

### Creating pleasure and satisfaction

Imagine the fun

You'll be tickled pink

Revive your senses

You'll love

Makes you feel good

Pamper yourself

Hits the spot

Satisfies

### Creating peace of mind

You can depend on

No more guesswork

You'll never again have to worry about

Your assurance of

You can count on

Use with confidence

### Letting them know it's top-notch

First class

Top-ranking

Outstanding

The very best

The ultimate

Unrivaled

Top of the line

Unsurpassed