

## Super Charge your Interactions

Using some of these powerfully persuasive words during your presentation, can help the Card Member visualize how good they'll feel and what they'll gain when they book their travel with us.

Try them for yourself...

- Best
- Convenient
- Discover
- Easy
- Enjoy
- Fast
- Free
- Guarantee
- More
- New
- Power
- ReduceAM
- Results
- Safe
- Save
- Time



Deliberating using these words to communicate the value transforms them into 'power Phrases', which can actually trigger buying behaviour!