



## She **PREFERS** platinum!

Selling platinum can be as easy as remembering this simple phrase. The word PREFERS translates into the 7 Power Qualities of platinum that appeal to most customers.

- P** - Platinum jewelry is more **PURE**
- R** - Platinum is 30 times more **RARE** than gold
- E** - Platinum is **ENDURING**
- F** - Platinum **FEELS SIGNIFICANT**
- E** - Platinum elicits a positive **EMOTIONAL** response
- R** - Platinum is a **REAL WHITE** metal
- S** - Platinum holds diamonds most **SECURELY**

\* To learn more about the 7 power qualities of platinum, click on each individual article in the DCA reading room.

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