

CRAP DETECTOR



Whether you're trying to capture your prospect's attention or differentiate from your competitors, make sure you cut this crap out of your vocabulary.

PROMOTIONAL PUFFERY

One-stop shopping	Unique	Great
Industry leader	Innovative	Outstanding
Breakthrough	State-of-the-art	Cost-effective
Leading/leader	Powerful	Experienced
Partnership/partner	Best	Number one
Groundbreaking	Key	Premier
Impressive	Tops	Ultimate

TECHNICAL TRIPE

Next-generation	World-class	Turnkey
Disruptive	Easy-to-use	Best-of-breed
Flexible	Cutting-edge	Enterprise-class
Robust	Value-added	User-friendly
Solution	Mission-critical	Scalable
Cloud-based	Leading-edge	

CREATIVE CRAP

Outside the box	Strategic	Buzz
Innovator	Game changer	Make it pop
The big idea	Customer-centric	Break through the clutter
Synergy	Voice of the customer	Next level
Dramatic	Critical mass	Impactful



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