

## Marketing Words to Avoid

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110 or 120 percent	Friendly	Professional
A level playing field	Gold standard	Prompt service
Attention to detail	Groundbreaking	Proven
Back by popular demand	Hassle free	Pushing the envelope
Best interests at heart	High performance	Qualified
Best of breed	Highly unique	Quality workmanship
Best price	Huge savings	Robust
Brainstorm	In terms of	Scalability
Breakthrough	In the very near future	Scalable
Business entity	Industry standard	Setting the standard
Core competency	Integrity	Takes it to the next level
Cost effective	Interoperable	Talking points
Cutting edge	Knowledgeable	The best
Cyberspace	Last chance	The honest truth
Dedication	Market leading	The lion's share
Documentation	Metrics	The most overall
Easy to use	Mindshare	The whole nine yards
Enterprise class	Mission critical	To be perfectly honest
Enterprise wide	Networking	Trained professional
Excellence	Next generation	Turnkey
Exceptional	No-brainer	Unconventional
Experience	On a daily basis	Unique
Expertise	On the same page	User friendly
Extensible	Optimize	Value added
Factoid	Outcome	Virtually any
Finest	Outside the box	Well positioned
Flexible	Perfectly honest	With the help of
Free gift	Personal service	World class