

Are You Making This HUGE Competition Goof-Up?



I **just** got off the phone with a **dear friend**.

We were **brainstorming** together on ideas, comparing notes on what was happening in our businesses, discussing our **struggles** and what we felt we could **improve on**.

It's something we do every 30 days.

And I get off the phone feeling **inspired**, **supported** and **full of energy** from all the laughing!

I just love her!

Want to know something **fabulous** and **strange**?

She's also my competitor.

Do You Think Competitor Is A Swear-Word?

You may hear the word **COMPETITOR** and think the sharks are circling for a kill...

- Ugh!
- Nasty!
- "They are sucking the money from my bank account "
- "They steal my customers."

Uh-Oh.

You've fallen into a trap I see many women fall into.

Do You Think The Competition is Your Enemy?

Years ago I worked at a local weekly newspaper and I was the only woman sales rep.

The company was expanding the sales team and hired another woman.

I thought " Excellent!! Finally someone I can work with and sell more with!"

Was I deluded.

On her first day, she walked up to me, extended her hand without a smile and said...

" So - are you ready for a little healthy competition?"

For her - I was the enemy that she intended on beating.

She had fallen into a stereotypical way of thinking and it cost her BIG.

How?

- I wouldn't let her **aggressive ways** get to me and it made her look ridiculous.
- She **lost the opportunity** to have my big brain on her side.
- I kicked her butt in sales so bad she eventually became speechless.

Lady - Grow A Competitor Into A Friend!

Over the years, I have had many fabulous **strategic alliances** and friendships with people you would consider the "competition".

Sometimes they were salespeople I worked with, or other media I sold against, or now - as an entrepreneur - other sales experts.

Every now and then someone wanted to **bully their way** into my world - however - I have no time for small-time thinkers.

Flick.

I focus my time on growing relationships with people I like, trust and admire - and where I know we can **help each other grow** to new levels.

And so should you.

Of course you won't align yourself with a competitor who is a jerk -or someone who is an unethical piece of work.

The good news is that **MOST PEOPLE ARE NOT LIKE THAT!**

One Thing I Know For Sure - You're Your Own Worst Enemy

If you're worried about kicking sand in the sand box at your competitor - you won't be able to see the **opportunities** that are surrounding you!

My Diva Dare?

Contact at least one competitor who you feel would be a **great strategic alliance** - maybe they have a product line you don't have and you can send them customers etc.

Think of how you can help each other to GROW larger than you ever could on your own.

Be creative and for goodness sake - quit thinking SMALL.

So there.

Kim Duke, The Sales Diva, provides savvy, sassy sales training for women small biz owners and entrepreneurs. Kim works with clients internationally, showing them The Sales Diva secrets to success! Sign up for her saucy and smart FREE e-zine and receive her FREE Bonus Report "The 5 Biggest Sales Mistakes Women Make" at www.salesdivas.com