



How To Make Meatloaf Of Your Competition

Over and over I get emails asking me "KimmMMM - I know you want me to accept that there is competition but they drive me CRAZY!"

Listen.

I want you to consider something for a moment.

Realize if you didn't have ANY competitors you very likely would have a product or service that NO ONE WANTS. (and that's a pretty tough way to make a living by the way)

Didn't think of THAT now did you?

Back to basic economics cupcake :

Supply=Demand
(because really - why supply something if there isn't a DEMAND for it??)

But I realize you still may struggle with the "competition is good "concept when you have competitors bad-mouthing you, trying to "steal your customers" and thumbing their nose at you at the last tradeshow.

How To Make Meatloaf Out Of Your Competition...In Your Mind

Here's what you can't do.

Recently I went to a Toyota dealership as I'm researching hybrid cars. The woman salesperson was a complete turkey.

When I asked her why the Toyota hybrids were better than Honda she replied:

"I have no idea. I've only worked here a month and haven't had the time to find out."

Oopsie! Wrong answer! You can imagine the look on her face as I stood up and her sale walked out the door (in very nice heels by the way!)

You want to make "meatloaf" of your competition? Then get your act together.

5 Sales Diva Ingredients For Healthy Competition:

1) Know them inside and out. Know who they are, what they do better than you and where they are lacking. Where do you excel?

2) Never say a bad word. Why? It makes you look like an idiot. Know WHY you're different and why the customer should choose you.

3) If you lose a deal - send a card. A thank you card that is. Be a gracious loser. No whining, pouting or getting angry. Ask your client what they would have needed from you to choose you. Then send them a thank-you card thanking them for giving you the opportunity to quote on their business. And then stay in touch with new relevant info. The odds are your "competitor" will do neither. You'll soon discover that your gracious loser status will often turn into Gracious Winner!

4) Out-smart them. Sell ahead by at least 90 days. Get out of the nasty habit of "selling in the month - for the month". Tap into your customer's budget before they have spent it with someone else.

5) Create alliances. You've heard this from me before. There are certain competitors who should be your best-friend. You can help each other grow, pass business back and forth and motivate and challenge each other.

Think Meatloaf Not Miniature Meatball

Look. The world is an abundant place.

So quit thinking small. Quit worrying about what "they're getting and I'm not".

All your worrying does is shrink you and expand them.

(Plus all that frowning and grimacing gives you wrinkles)

So STEP UP and start cooking yourself some business the RIGHT WAY.

So there.

Love From Your Bossy Sales Diva,

Kim

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as well as my savvy and sassy sales tips each week.
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Thanks a million!