

Motivation | Rivalry

You are a competitor. You love to win and you hate to lose. You see life as a contest in which there are winners and losers and you do not tolerate losing very well. You understand that good things happen when you are able to beat your competition. One salesman gets the business, and the competition doesn't. Some people are at the top of the list, and some people are on the bottom. It's not always fair, but that is how life is. It pays to win. However, it is not just winning, it is also the thrill of competing that drives you forward.

Your performance improves when there is a rivalry. In a close contest you become tireless and will pour on extra energy to win. Knowing where you stand in comparison to other people's performance will trigger an additional effort. In many respects, sales is a perfect playing ground. It's usually easy to compare your performance against your coworkers and this comparison will spur you on. Even if it is a friendly rivalry with one of your coworkers, you both will benefit by competing against each other.

Your enthusiasm to compete can also fire up your customers who are frequently in competitive battles of their own. You can be especially good at creating winning partnerships with clients because you get a genuine kick out of helping them win.

Collaboration Alert: Enjoy your victories and take time to celebrate your successful endeavors. Be careful that competition among your own team members remains constructive.

**“You love to win.
You also hate to
lose.”**



The Science of Performance