

# THANK GOD IT'S MONDAY!

Roxanne Emmerich



## TGIM WEEKLY AUDIO: Competition is Good

*\*Transcription*

*Thank God It's Monday!*<sup>TM</sup> Competition is good—it brings in customers. Ever wonder why competing car dealerships end up right next to five other competing car dealerships? Ever wonder why you find an Abercrombie and Fitch right next door to an American Eagle?

It's because healthy competition promotes high customer activity. It's simple economics.

Without the five dealerships all together, you would have five dispersed and struggling companies. Customers need to feel the sense of competition or else they begin asking questions. Am I getting a fair price? Are there any other choices? What are the flaws in this product? The list goes on and on.

Welcome competition. You'll be doing yourself a favor. And simply decide to deliver more value and you will always win.

Have a great Monday!

Roxanne

*Roxanne Emmerich's Thank God It's Monday! How to Create a Workplace You and Your Customers Love climbed to #1 on Amazon's bestseller list and made the New York Times and Wall Street Journal bestseller lists—all in the first week of its release. Roxanne is renowned for her ability to transform “ho-hum” workplaces into dynamic, results-oriented, “bring-it-on” cultures. If you are not currently receiving the Thank God It's Monday e-zine and weekly audios, subscribe today at [www.ThankGoditsMonday.com](http://www.ThankGoditsMonday.com).*

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