

# THANK GOD IT'S MONDAY!

Roxanne Emmerich



## TGIM WEEKLY AUDIO: Perception Wins

*\*Transcription*

*Thank God It's Monday!*™ Success in the marketplace is not so much a measure of quality as it is a measure of the perception of quality.

Take for instance the historic competition between Pepsi and Coke. You would think that Coke tastes better, given that it consistently outsells its competitor. But does it really?

The Pepsi Challenge revealed otherwise. After conducting nationwide blind taste tests, the conclusion was undeniable. 57% of consumers preferred the taste of Pepsi compared to the 43% who preferred the taste of Coke. Interesting, isn't it?

You don't have to be the best. But you do have to be perceived as the best. Perception is everything. Create a great perception.

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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