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Winning Over Competition Ethically and With Integrity

Competition in business has to be won only by using "cut-throat" tactics?

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There seems to be a common myth flying around that says that competition in business has to be won only by using "cut-throat" tactics.

I guess it's pretty clear where we get this notion in days where good ole' Bernie Madoff types are the norm, when politics is nothing more than a bashing festival rather than an intelligent debate about the issues. (I guess that's a bit impossible when the candidates don't even know the issues though)...

We used to be able to look to sports for a positive model on winning over competition... but when sports teams start secretly video taping other teams practices, stealing playbooks, and taking money to throw games rather than actually just work hard to win them, how we can look that way either.

The business world is not a place for the faint of heart. It's tough. They used to describe business as a "man's world", but these days the women can make the men look like sissies.

So, yes I will concede that sometimes, it is a dog-eat-dog, cut-throat world that we live in. But the question at hand is; can you win with integrity and stay ethical and in line with your values?

The answer to that is yes, most definitely!

The truth is that for all of the stories that you see and hear where foul play and underhanded tactics are being used, there are millions more success stories where people actually did get there through ethical means, clever strategy (that didn't hurt anyone), win-win negotiations, and honest to goodness hard-work.

Sure, it's a lot tougher to find these stories, but we all know what kind of news travels the fastest don't we?

Let's take my industry for example.

MLM or Network Marketing, whatever you prefer to call it has gotten a bad rap over the years.

Why? Well, because a few unscrupulous companies and a few unethical distributors decided that they wanted to take a business model that is amazing, and try to "game" it in their favor.

But what about all the millions of other network marketers who play by the rules, who have succeeded profoundly, and taken their knowledge and shown other people to do the same... and making the world a better place? Why do you so rarely hear about these people?

Well again, we know what type of news travels fastest don't we?

To win over your competition doesn't mean that you have to leave them bloodied and beaten. It doesn't mean that you have to throw your competition under the bus or taint their name just to get ahead.

All that it takes is to set a high goal that you want to achieve, and instead of stepping on people's heads all the way up figure out ways where on your way up you're leaving a trail of ethical behavior that results in people following your lead.

This initiates you as the leader in the field by default, and nobody got hurt...they just learned a valuable lesson to carry on.

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David L. Feinstein, noted business coach and home business entrepreneur, is the author of various articles and books that help to empower individuals. To get the real innovative marketing knowledge and training, so you can be at the cutting edge of using technology to build your internet network marketing business correctly, visit; **DavidLFeinstein.com**

David L. Feinstein has been published by Pro-Publishing Company of California, for a series on Leadership books.

Exposure to business at an early age along with cultivation of artistic talent in writing is the background that David Feinstein brings to his business associates, prospective candidates and audiences alike. His experience throughout his career in sales and marketing and having owned and operated his own international accounting & financial management services company, is a key success factor in helping develop his international notoriety in the network marketing industry.

David and his wife, Ann have been significantly involved in direct marketing and direct sales for 21 years, serving as a distributor (team member), speaker, trainer, Top Leader, and author in the industry on a worldwide basis. Working together, they coach, mentor and train those seeking empowerment, greater self esteem and branding image, and training people seeking financial success and personal life freedom. David and Ann have grown their business that today spans over 40 countries with over 65,000 team members.

For more information go to: www.AnnandDavidFeinstein.com

David & Ann's personal passion of "showing people there's a better way" to market their business lays the foundation for the inspiring and

motivating topics they speak and teach on.

Innovative, creative, interactive and dynamic, David & Ann speak on topics in marketing and sales that most professionals find difficult or challenging to understand. Applying their unique and visionary approach easily, safely and comfortably draws audiences in from the beginning and keeps them engaged until the end. Their extensive knowledge in marketing and sales makes these topics easy for audiences to understand, as they address and speak from their personal experience and with authority and passion.

Mr. John Fogg of MLM/Network Marketing, author of *"The Greatest Networker in the World"* has said the following about myself and wife/partner Ann:

> *"It's been a looonnngg journey from their "weird" first exposure to network marketing where Ann— a Park Avenue Research Consultant, and David— the owner of an entertainment management firm handling the careers of rock stars such as (the early) Rolling Stones, Led Zeppelin, Michael Bolton, Cyndi Lauper, Phil Collins, and other famous others, found themselves at a meeting full of strange "new agers" from Sunrider— that was 21 years ago— to where they are today: Significant six-figure income earners with Agel Enterprises leading an organization of more than 65,000 people in 40+ countries around the world.*
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> *Above all else, Ann & David are focused on mentoring and leadership. Their combined expertise in recruiting, coaching, training and international development has made Ann & David much sought after direct sales business experts.*
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> *The Feinstein's approach marries both classic MLM and the technology advances of the Internet and social media. The first people they have their new people speak with are family and friends, they do meetings, build for and around events and David even unabashedly asks people, "Do you keep your business options open."*
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> *They meet new people through weblogs, electronic newsletters, Twitter and Facebook leveraging their time and global reach. The business is all about relationships and giving value for Ann & David Feinstein… and consistently building their brand."*