

**Manitoba Motor
Dealers Association****June 8, 2002****Harbor, Manitoba****The Competitive Edge**

"I like tough competition. I'm glad we've got so many competitors. Tough competitors are one of the reasons we decided to make the transition to a modern and expanding food processor. We had to decide whether our competition was going to run over us, or whether we were going to give them a run for their money.

We learned that even though the competition was tough - and big - we could keep up. We also learned we could beat them. That's a wonderful feeling, and it makes me grateful to be in a business where there's tough competition.

...❖ Tough Customers

I'm also grateful for tough consumers, because I'm one of them.

I've got three children and when I do the grocery shopping I'm careful about what I buy. I want to know I'm choosing the best product - it's got to be safe, and it's got to be top quality. I want to know that the product has been produced and sold by people who believe in their product and are proud of their product.

...❖ Get In The Game

I've always been someone with the attitude: "Put me in, coach!" That's the secret to dealing with tough competitors and tough consumers.

First you need to show up. Then, success is 90% attitude. If you're anxious to get in the game, if you're one of those people constantly nagging the coach to "put you in" - you're going to succeed.

You're also going to stay in the game when the play gets rough and things go wrong. You'll get hit by a few 2 by 4s - I guarantee it. And sometimes you'll drop the ball.

The people who are always enthusiastic, always straining, to get in the game are the ones who keep going, who beat the tough competitors and who have the pride to connect with tough consumers.

That's the competitive edge that leads to success.