

Scot McKay (00:00.238)

You're listening to Snippets from the Summit with your host Scot McKay.

How's it going gentlemen? is your main man Scot McKay coming at you again with another snippet from the summit as part of the mountaintop podcast from X and Y communications. Today we're going to do something a little bit different, but not completely off track. This is going to help you win in life in general. It's definitely a way to be more masculine because you're going to be leading instead of following. You're going to be a victor instead of a victim.

But yes, it absolutely has everything to do with your potential success with women also. What we're going to talk about is a mind shift that you can make that reverses your thoughts on competing with other guys and really gives you a chance to step up when even if you're not used to it, if you're used to coming in second place, we're not getting what you want.

This is going to turn that around for you very quickly with just one simple mindset shift. To give you an idea of the kind of transformation we're talking about here, remember when I've told you about the golden rule reversed. If you haven't heard about that one before, it's a cornerstone at X and Y communications. And you can read more about that at [deserve what you want.com](http://deservewhatyouwant.com) front slash T G R R. And what the golden rule reverse says,

is instead of do unto others as you would have them do unto you, it's not do unto others before they do unto you. Instead, you're actually reversing the scope in the other direction. Whenever someone would seek to do unto you, ask yourself, would you ever do that to someone else in a hundred years? And if the answer is no way, then don't accept that. And that's how you will never be manipulated or controlled by someone else ever again. Today's mindset innovation that I'm delivering to you is very similar

Scot McKay (01:58.936)

to that in terms of the look and feel of it. What we're gonna talk about today is how to deal with competition from men if you're in sales, if you play a sport for sure, and especially if there's a certain woman you want. Here's the deal. Whenever you have a competitor, instead of worrying about what that competitor's doing and how they may beat you or if they're gonna get there first or if they're gonna...

charm this woman and ask her out and get her before you do, reverse the scope on that view of competition and say to yourself, what is the last thing my competition would want me to do? Another way to look at it would be to say to yourself, if I did what I'm thinking about doing, what would my competition think about it? Would they love the fact that I did that or would it be their worst nightmare?

Basically, when it's decision making time, think in terms of what your competition hopes you're not gonna do instead of doing something that would make them stand up and applaud and go, yeah, great, go for it. Have at it, man. We love that. Okay? It's a different way of looking at things, isn't it? Now, as an admittedly high level corporate example, but relevant nonetheless, back when I worked at Lucent Technologies,

They were starting to bleed money and they made a decision on a conference call and they said, we're going to absolutely cut off anything forward thinking, all the next generation voice over IP stuff, all the fiber to the curb stuff. And we're going to focus right now on what makes us the most money, which is the legacy old telephone switching stuff, the analog switches, et cetera, et cetera. And that conference call absolutely galvanized.

the concept that I'm talking to you about today in my mind. What a foolish decision by Lucent Technologies to completely abandon everything that's next generation because the other companies like the Cisco systems of the world are focusing on that. And they immediately at Lucent Technologies gave themselves a shelf life because they weren't going to be advancing into anything new. And I'm

sure Cisco systems, when they got wind of that particular decision by my company,

Scot McKay (04:21.89)

just did a happy dance, you know, out in Silicon Valley, California, because basically Lucent was saying, we're not even going to compete with you. How does this particular mindset pertain to you in sales? Well, should you follow up with that customer? Should you make them a better deal? Should you be proactive? Should you go beat the street today, knock some doors? Well, ask yourself, what would the competition rather you do?

Well, I don't think the competition would want you to do any of that. Competition hopes you stay home, take the day off, watch the game and knock back a couple of brusksies and tell your boss that, hey, you know what, I'll get to it. That's what your competition hopes you will do. Do the exact opposite of what your competition hopes you will do. Filter absolutely every decision you make through what would the competition love for me to do versus what would scare them to death if I did it.

and do that thing your competition doesn't want you to do. When it comes to women, I think you can already extrapolate this concept out and know exactly what I'm gonna tell you. Is there a girl at your college, in your social circle, online, I don't care where that woman is, who you want, who you know other guys want as well? What would the other guy who wants that girl want you to do?

He'd want you to stay away from her, be scared of her, automatically assume she's going to reject you and basically reject yourself and get out of his way so he can get in there and get her instead. What's his worst nightmare? That you actually step up, talk to her, charm her, make her feel safe and comfortable, show up like a big four man, make her fall in love with you and he never has a chance ever again. That's what the other guy is hoping.

you won't do. And I'll tell you what, if his mindset is in a poor state, he's probably over there rolling his eyes and shrugging his shoulders, going to himself, sure, this guy is going to go get her. Some other guy is going to get her. She doesn't want me. 101 guys in my social circle or my university want this same girl. I have no chance. Well, think about it. Isn't that freaking great in your estimation that that guy has that mindset?

Scot McKay (06:45.848)

Sure, well, of course it is, because he's going to stay out of your way. Gentlemen, this is incredibly powerful. Whether you're competing with another company for some business somewhere, or you want to get the girl and the other guy not get the girl, the right mindset to have is the one that I introduced you to today. Always ask yourself, what would the competition think of this decision? And then do exactly what the competition would be horrified you're about to do.

Want to talk about this or anything else? [Scot@mountaintoppodcast.com](mailto:Scot@mountaintoppodcast.com). Be good out there. As always, visit [mountaintoppodcast.com](http://mountaintoppodcast.com) for more.