

Thought of the Day: Why Losses Matter

I picked this up from Terry Funk on Austin's podcast (fascinating listen if you have an hour and a half to spare). Terry talked about making guys look good and why it's important: "If you make them look bad when they beat you, it doesn't mean anything when you beat them."

Look at NXT again for an example. Sami Zayn has lost almost every big match he's had there, but he looks good in those losses. As a result, he's still the most over guy in the promotion. Now look at someone like Damien Sandow, who has looked like a putz in most of his losses. How important is he at the moment?