Prosocial behavior is often thought to bring psychological benefits to individuals and relationships. Do such benefits exist when prosocial behavior is particularly costly for the individual, such as when people are sacrificing personal goals and preferences for their partner or relationship? Different theoretical accounts would predict that sacrifice is either positively or negatively associated with personal and relational well-being and previous research found inconsistent results regarding these links. I will review research from my lab (including a meta-analysis) that examined the consequences of sacrifice for the person who sacrifices and for the recipient. Specifically, I will show how accurately sacrifices are detected by partners in daily life and what are the consequences of this detection. I will then discuss possible ways in which couples can navigate situations of conflict of interests in a constructive manner and solve these challenging interpersonal problems.