



INDEX

- A**
- Action:
- 800-Pound Gorillas
 - taking, 1–2, 6–8, 13,
 - 38–55, 66–76,
 - 156–157
 - creating opportunities
 - for others through,
 - 44–51
 - differentiation through,
 - 41–43, 51–52, 156
 - innovation and, 1–2,
 - 6–8, 13
 - lead generation/
 - cultivation as, 70–73
 - overcoming inertia,
 - 67–70
 - persistence initiating,
 - 51–52
 - providing no-cost
 - information creating,
 - 43–44
 - risk-taking and, 52–55
 - takeaways on, 55, 75–76
 - trial and error in, 73–75
- ActionCoach Canada,
72–73
- AddVenture Products,
85–88
- Advertising:
- brand perception
 - through, 28–30,
 - 149–151
 - deceptive, 154–155
 - selling, 125–128
 - specialty items, 85–88
 - word-of-mouth, 81–82
(see also Testimonials)
- AEI Music, 11
- American Tourister
 - Luggage, 28–30
- Anheuser-Busch, 130
- Art of the Hard Sell, The*
(Shook), 109
- Attitude, 54–55, 94,
111–112

- Attributes. *See also*
 Characteristics
 of 800-Pound Gorillas,
 xvii, 162–163
 action as, 38–55, 66–76,
 156–157
 authenticity as, 14–27
 to become 800-Pound
 Gorilla, 153–160
 being quotable as,
 90–105
 cage-rattling as, 28–37
 heroic, 56–65
 knowing competition as,
 116–124
 mastery of fundamentals
 as, 137–152
 passion as, 125–136
 rejection management
 as, 107–115
 thinking bigger as, 1–13
 value-added extras as,
 38–55, 77–89
- Authenticity:
 genuineness, honesty
 and, 15–20, 26–27
 knowledge/skill and,
 20–24, 26
 of 800-Pound Gorillas,
 14–27
 of personal brand,
 24–25, 26
 takeaways on, 25–27
- Authors, 112–114. *See also*
specific authors by name
- B**
- Bill Heard Enterprises,
 154–155
- Black Sabbath, 90–91
- Blagojevich, Rod, 154
- Blount, Jeb, 73–75
- BMA Management, 61–64
- BMW, 79–80
- Boeing, 30–31
- Bolze, Dennis, 153
- Book Expo America,
 112–113
- Books, reference, 108–109
- Boston Red Sox, 4
- Bounty, 150–151
- Boylan, Michael, *The Power
 to Get In*, 109
- Brand:
 perception of, 28–30,
 77–80, 148–151
 personal, 24–25, 26
- Branson, Richard, 111–112
- Buffett, Warren, xxii
- Business development:
 action leading to, 1–2,
 6–8, 13, 38–55,
 66–76, 156–157
 asking for business,
 146–147
 creating opportunities
 for others as, 44–51,
 85–88
 differentiation
 improving, 26, 41–43,
 51–52, 118–122, 156

- lead generation/
cultivation for, 70–73
providing no-cost
information/services
for, 43–44, 80, 82
Business Expert Webinars,
6–8
Buttafuoco, Joey, 101
- C**
- Cadillac Motor Car
Company, 158, 160
- Cage-rattling:
by 800-Pound Gorillas,
28–37
common sense and,
35–37
confidence and, 32–35,
37
perception of brand
dominance through,
28–30
status/industry influence
and, 30–32, 37
takeaways on, 37
- Caldwell, Dan "Punkass,"
111
- Cambria Studios, 66–67
- Campins, Katrina, 111
- Canseco, Jose, 154
- Casnocha, Ben, 111
- Cearley, Gary Dale,
122–123
- Cerretani, Craig, 43–44,
121–122
- Characteristics of
800-Pound Gorillas,
xxiii, 2–3, 99–100. *See*
also Attributes
- Chicago Bears, 33–35, 38
- Chicago Blackhawks,
132–136
- Chukka Cove Equestrian
Center, 18–19
- Cleveland Cavaliers,
132–133
- Clients/Prospective
Clients:
asking for business,
146–147
becoming heroes to,
56–65
brand perception by,
28–30, 77–80,
148–151
of competitors, 119–120
confident opening with,
141
creating opportunities
for, 44–51, 85–88
customer service to,
80–83, 120–122
delivering value to (*see*
Value-added extras)
developing trust with,
57–59
emotional
connectedness to, 17,
74–75, 81–82, 142
feedback from, 148–151

- Clients/Prospective
(Continued)
genuineness/honesty
with, 15–20, 26–27
goals of, 87
lead generation
cultivating, 70–73
listening to, 74–75, 81,
129, 133, 142
partnerships with, 85–88
passion of, 4–5
prequalification of, 70,
72–73, 123
providing no-cost
information to,
43–44, 80, 82
rejection from, 107–115,
143–146
research on, 70, 72–73,
88, 123, 143
respect for, 20–23
retaining, 11–12,
147–148
skill development to
meet needs of, 20–23,
26
- Closers, The* (Gay), 109
Closing the sale, 146–147
Clutch Cargo, 66–67
CNBC.com "As Seen on
TV" competition, 98
Coca-Cola, 14
Common sense, 35–37
Competition:
as sales catalyst, 11–12
differentiation from, 26,
41–43, 51–52,
118–122, 156
800-Pound Gorillas'
influence on, xxii, 2–4
knowledge of, 116–124
personal brand
distinguishing from,
24–25, 26
research on, 118–120
sharing information
with, 62
Confidence, 32–35, 37, 141
Consolidated Universal
(fictional company)
xiii–xvi, 161–163
Contests, 49–50, 53–55,
87, 98
Continuing education:
importance of, ix–x
for mastery of
fundamentals,
137–152
research as, 70, 72–73,
88, 113–114,
118–120, 123, 143
skill development
through, 20–24, 26,
50, 108–109, 143–146
Controversy/contrarian
opinions, 24–25,
94–95, 105
Cora, Clint, 57–59
Corbus, Andrew, *Reality
Sells*, 15

- Costs:
 price *vs.* value, 82–85, 89
 providing
 information/service
 without, 43–44, 80, 82
 risk-takers authorizing,
 4–5
- Creativity, 24–25, 41–43,
 44–51, 85–88,
 102–103
- Customers. *See*
 Clients/Prospective
 Clients
- Customer service, 80–83,
 120–122
- Cutco, 52–55
- D**
- Dartnell Corporation, 51
- David Siteman Garland
 Agency, The,
 128–131
- Davis, Ricky, 45
- Dawson, Roger, *Secrets of
 Power Negotiating*,
 108–109
- Decision making, 95–96
- Differentiation, 26, 41–43,
 51–52, 118–122, 156
- Ditka, Mike, 33
- Dominant market forces:
 action of, 1–2, 6–8, 13,
 38–55, 66–76,
 156–157
 as heroes, 56–65
- asking for business,
 146–147
 attitude of, 54–55, 94,
 111–112
 attributes of (*see*
 Attributes)
 authenticity of, 14–27
 becoming, 153–160
 business development by
 (*see* Business
 development)
 cage-rattling by,
 28–37
 characteristics of, xxiii,
 2–3, 99–100
 clients of (*see*
 Clients/Prospective
 Clients)
 common sense of,
 35–37
 competition of
 (*see* Competition)
 confidence of, 32–35,
 37, 141
 creating opportunities
 for others, 44–51,
 85–88
 customer service from,
 80–83, 120–122
 differentiation of, 26,
 41–43, 51–52,
 118–122, 156
 800-Pound Gorillas as
 (*see* 800-Pound
 Gorillas)

- Dominant market forces
(Continued)
- emotional
 - connectedness of, 17, 74–75, 81–82, 142
 - ethics of, 15, 26–27, 59–60, 153–156
 - expertise of, 92, 103, 104, 122–123, 142
 - industry influence of, 30–32, 37, 77–80, 92–97, 104
 - industry knowledge of, 119–120, 124
 - innovation of, 1–2, 6–8, 13
 - listening by, 74–75, 81, 129, 133, 142
 - long-term value from, 147–148
 - mastery of fundamentals by, 137–152
 - opportunities created by, 1–2, 6–8, 13, 38–41
 - passion of, 19–20, 125–136
 - penalty of leadership for, 158–160
 - perception of brand
 - dominance of, 28–30, 77–80
 - persistence of, 51–52, 68–70, 71, 110–112, 114–115
 - personal brand of, 24–25, 26
 - product knowledge of, 140–141
 - providing no-cost information/service, 43–44, 80, 82
 - quoting, 90–105
 - rejection management by, 107–115, 143–146
 - research by, 70, 72–73, 88, 113–114, 118–120, 123, 143
 - risk-takers as, 3–6, 12, 13, 52–55
 - size of, 10–12, 13, 102–103
 - status of, 30–32, 37, 77–80, 92–97, 104
 - summary of attributes of, xvii, 162–163
 - thinking bigger, 1–13
 - as trendsetters, 102–103
 - trial and error by, 57–59, 73–75
 - unethical, 15, 27, 60, 153–156
 - value-added extras from, 38–55, 77–89, 118–122, 128–131, 147–148
 - visibility of, 122–123, 124
 - vision of, 8–10, 13
 - Donaghy, Tim, 154

- Duncan, Michael Clark,
101
- Dybedock, Howard,
125–126
- E**
- Education, continuing. *See*
Continuing education
- 800-Pound Gorillas:
action of, 1–2, 6–8, 13,
38–55, 66–76,
156–157
asking for business,
146–147
attitude of, 54–55, 94,
111–112
attributes of (*see*
Attributes)
authenticity of, 14–27
becoming, 153–160
business development by
(*see* Business
development)
cage-rattling by, 28–37
characteristics of, xxiii,
2–3, 99–100.
clients of (*see*
Clients/Prospective
Clients)
common sense of,
35–37
competition of (*see*
Competition)
confidence of, 32–35,
37, 141
creating opportunities
for others, 44–51,
85–88
customer service from,
80–83, 120–122
definition of, xxii, 2
differentiation of, 26,
41–43, 51–52,
118–122, 156
emotional
connectedness of, 17,
74–75, 81–82, 142
ethics of, 15, 26–27,
59–60, 153–156
expertise of, 92, 103,
104, 122–123, 142
as heroes, 56–65
history of term,
xxi–xxii
image of, xxiii, 2–3
industry influence of,
30–32, 37, 77–80,
92–97, 104
industry knowledge of,
119–120, 124
innovation of, 1–2, 6–8,
13
listening by, 74–75, 81,
129, 133, 142
long-term value from,
147–148
mastery of fundamentals
by, 137–152
opportunities created by,
1–2, 6–8, 13, 38–41

- 800-Pound Gorillas
(Continued)
passion of, 19–20,
125–136
penalty of leadership for,
158–160
perception of brand
dominance of, 28–30,
77–80
persistence of, 51–52,
68–70, 71, 110–112,
114–115
personal brand of,
24–25, 26
product knowledge of,
140–141
providing no-cost
information/service,
43–44, 80, 82
quoting, 90–105
rejection management
by, 107–115,
143–146
research by, 70, 72–73,
88, 113–114,
118–120, 123, 143
risk-takers as, 3–6, 12,
13, 52–55
size of, 10–12, 13,
102–103
status, 30–32, 37, 77–80,
92–97, 104
summary of attributes of,
xvii, 162–163
thinking bigger, 1–13
as trendsetters, 102–103
trial and error by, 57–59,
73–75
unethical, 15, 27, 60,
153–156
value-added extras from,
38–55, 77–89,
118–122, 128–131,
147–148
visibility of, 122–123,
124
vision of, 8–10, 13
Eker, T. Harv, 111
Elrod, Hal, 52–55
Emotional connectedness,
17, 74–75, 81–82, 142
Emotional voltage,
97–101
Enron, 154
Esposito, Tony, 132
Ethics, 15, 26–27, 59–60,
153–156
EthnoConnect, 20–23
Exclusivity, 89
Experience, 95–96
Expertise, 92, 103, 104,
122–123, 142
Extras, value-added. *See*
Value-added extras
- F**
Failures, 15–17. *See also*
Trial and error
Federal Express, 30–31
Foley, Pat, 132, 134

- Freese, Robert, *Secrets of Question-Based Selling*, 109
- Friedman, Andrew, 6
- Fundamentals, mastery of.
See Mastery of fundamentals
- G**
- Garland, David Siteman, 128–131
- Gault, Willie, 33
- Gay, Ben, III, *The Closers*, 109
- Genuineness, 15–20, 26–27
- Gerber, 17–20
- Gianni, Joe, 142
- Gifford, Dave, 92–97, 146, 147
- Gillette, Edwin, 67
- Global Projects Logistics Network, 122–123
- Goals, 1–13, 87
- Google, xxii, 2, 103
- Greatest American Hero, The*, 56–57
- H**
- Haas, Clark, 67
- Hampton, Dan, 34
- Hansen, Mark Victor, 111
- Heard, Bill, 154–155
- Heroes, 56–65
- Honesty, 15–20, 26–27
- Hoop 1 Video, 117
- Howard, Ryan, 6
- Hseih, Tony, 81
- Huebner, Barry, 31–32
- Hull, Bobby, 132
- Humphrey, Albert, 96
- I**
- Image:
- authenticity of, 14–27
 - brand, 28–30, 77–80, 148–151
 - honing professional, 67–70
 - of 800-Pound Gorillas, xxiii, 2–3
 - personal brand conveying, 24–25, 26
- Industry influence, 30–32, 37, 77–80, 92–97, 104
- Industry knowledge, 119–120, 124
- Information. *See also* Knowledge
- providing no-cost, 43–44, 80, 82
 - research of, 70, 72–73, 88, 113–114, 118–120, 123, 143
 - sharing with competition, 62
- Innovation, 1–2, 6–8, 13
- Inspiration, x, 2, 6

- J**
 Jacksonville Jaguars, 35
 Jeter, Derek, 4
- K**
 Kane, Patrick, 134
 Katt, William, 56
 Kent, Carol, 155
 Khuzami, Robert, 153–154
 Knowledge:
 importance of
 improving, ix–x
 listening to gain, 74–75,
 81, 129, 133, 142
 of brand perception,
 148–151
 of competition, 116–124
 of fundamentals,
 137–152
 of industry, 119–120,
 124
 of product, 140–141
 research providing, 70,
 72–73, 88, 113–114,
 118–120, 123, 143
 skill development
 improving, 20–24, 26,
 50, 108–109
 Kopchuk, Greg, 72–73
- L**
 Lautman, Louis, 9–10,
 110–112
 Leadership, penalty of,
 158–160
- Lead generation/
 cultivation, 70–73
 Learning. *See* Continuing
 education;
 Knowledge; Skill
 development
 Lee, Michael Soon, 20–24,
 59–60
 Leo Burnett USA, 149–150
 Liberty Media, 11
 Listening, 74–75, 81, 129,
 133, 142
 Longfellow Benefits,
 43–44, 121–122
 Los Angeles Raiders,
 34–35
 Los Angeles Rams, 34–35
- M**
 Madden, John, 103
 Maddon, Joe, 6
 Madoff, Bernard, 153
 Magness, Aaron, 81
 Maher, Barry, 84–85
 Malone, Michael J., 11–12
 Management problems,
 95–97
 Mandel, Howie, 103
 Mastery of fundamentals:
 asking for business,
 146–147
 brand perception,
 148–151
 client feedback, 148–151
 confident openings, 141

- countering objections,
 143–146
 delivering long-term
 value, 147–148
 product knowledge,
 140–141
 reasons for, 137–139
 right questions to ask,
 142
 summary of
 fundamentals,
 139–140
 takeaways on, 151–152
 McDonald's, xxii, 103
 McDonough, John,
 134
 McLeod, Don, 29
 McMahon, Jim, 33
 McManus, Theodore, 158
 McPheat, Sean, 24–25,
 118–119
 Media, 45–47
 Microsoft, xxii
 Midwest Transit
 Equipment, 31–32
 Mikita, Stan, 132
 Minnesota Lynx, 45
 Minnesota Timberwolves,
 45, 47–48
 Minton, Blair, 61–64
 Misrepresentation, 15. *See*
 also Ethics
 Mobil Oil, 130
 Money:
 price *vs.* value, 82–85, 89
 providing information
 without charging,
 43–44, 80, 82
 risk-takers investing,
 4–5
 value more than, 85–88
 Morgan Stanley, 154
 MTD Sales Training,
 24–25, 118
- N**
- National Speakers'
 Association, 68, 70
 New York Mets, 4
 New York Yankees, 2,
 4–5
 "No" answers, 107–115
 NutriSystem Weight Loss
 Centers, 74
- O**
- Objections, countering,
 107–110, 114–115,
 143–146
 O'Brien, Conan, 67
 Opportunities:
 creating for others,
 44–51, 85–88
 800-Pound Gorillas
 creating, 1–2, 6–8, 13,
 38–41
 skill development
 improving, ix–x,
 20–24, 26, 50,
 108–109, 143–146

- Orvis Company, The,
78–79
- Osbourne, Ozzy, 90–92
- P**
- Pang, Danny, 153
- Partnerships, 85–88
- Passion:
- of clients, 4–5
 - demonstrating, 125–136
 - genuine expression of,
19–20
 - success through,
125–128, 131–136
 - takeaways on, 136
 - value of, 128–131
- Payton, Walter, 33, 34
- “Penalty of Leadership,
The,” 158–160
- Pepsi, 130
- Perez-Ayala, Patricia, 149
- Perkins, Leigh, Jr., 78–79
- Perry, Adam, xi–xvi,
161–163
- Perry, William “The
Refrigerator,” 33
- Persistence, 51–52, 68–70,
71, 110–112, 114–115
- Personal brand, 24–25,
26
- Pfeiffer, Bryant, 44–51
- Philadelphia Phillies, 6
- Ponzi schemes, 153–154
- Portland Trailblazers, 45
- Posada, Jorge, 4
- Power to Get In, The* (Boylan),
109
- Prequalification, 70, 72–73,
123
- Presley, Elvis, 160
- Price vs. value, 82–85, 89
- PricewaterhouseCoopers,
138
- Procter & Gamble,
148–151
- Proctor, Bob, 111
- Product knowledge,
140–141
- Professional Inline Hockey
Association, 129–131
- Prospective clients. *See*
Clients/Prospective
Clients
- Publishing industry,
112–114
- Q**
- Questionnaires, 72–73
- Question sequences,
142
- Quotes:
- business size not
determinant in,
102–103
 - creating personal,
103–104
 - 800-Pound Gorillas
providing, 90–105
 - emotional voltage of,
97–101

- industry voice through, 92–97
takeaways on, 104–105
- R**
- Rackman, Neil, *SPIN Selling*, 109
- Ramsey, Dave, 35–37
- Reality Sells* (Corbus and Guertin), 15
- Rejection:
- authors encountering, 112–114
 - countering objections to avoid, 107–110, 114–115, 143–146
 - persistence in face of, 110–112, 114
 - preparing for, 107–110, 114–115
 - takeaways on, 114–115
- Research:
- on clients, 70, 72–73, 88, 123, 143
 - on competition, 118–120
 - for rejection management, 113–114, 143
- Resnick, Lynda, 102
- Resources/references, x, 108–109, 157
- Respect, 20–23
- Reynolds, Stephen, 108–110
- Rise to the Top, The*, 128, 130–131
- Risk-takers, 3–6, 12, 13, 52–55
- Robb Report*, 103
- Rodriguez, Alex, 4
- S**
- Sabathia, CC, 4
- Saint Joseph's College, 38–41
- Sales funnels, 70–73
- SalesGravy.com, 73–75
- Salespeople:
- as 800-Pound Gorillas (*see* 800-Pound Gorillas)
 - action of, 38–55, 66–76, 156–157
 - asking for business, 146–147
 - attitude of, 54–55, 94, 111–112
 - attributes of successful (*see* Attributes)
 - authenticity of, 14–27
 - business development by (*see* Business development)
 - clients of (*see* Clients/Prospective Clients)
 - common sense of, 35–37
 - competition of (*see* Competition)

- Salespeople (*Continued*)
- confidence of, 32–35, 37, 141
 - contests among, 49–50, 53–55
 - continuing education for (*see* Continuing education)
 - creating opportunities for others, 44–51, 85–88
 - customer service from, 80–83, 120–122
 - differentiation of, 26, 41–43, 51–52, 118–122, 156
 - emotional
 - connectedness of, 17, 74–75, 81–82, 142
 - ethics of, 15, 26–27, 59–60, 153–156
 - expertise of, 92, 103, 104, 122–123, 142
 - as heroes, 57–65
 - industry knowledge of, 119–120, 124
 - lead generation/
 - cultivation by, 70–73
 - listening by, 74–75, 81, 129, 133, 142
 - long-term value from, 147–148
 - mastery of fundamentals by, 137–152
 - misrepresentation by, 15
 - passion of, 19–20, 125–136
 - persistence of, 51–52, 68–70, 71, 110–112, 114–115
 - personal brand of, 24–25, 26
 - product knowledge of, 140–141
 - providing no-cost information, 43–44, 80, 82
 - rejection handling by, 107–115, 143–146
 - research by, 70, 72–73, 88, 113–114, 118–120, 123, 143
 - resources for, x, 108–109, 157
 - tactics/techniques for (*see* Tactics/techniques)
 - trial and error by, 57–59, 73–75
 - unethical, 15, 27, 60, 153–156
 - value-added extras from, 38–55, 77–89, 118–122, 128–131, 147–148
 - visibility of, 122–123, 124
- Salz, Lee, 6–8
- Seaway Honda, 127–128

- Secrets of Power Negotiating* (Dawson), 108–109
- Secrets of Question-Based Selling* (Freese), 109
- Service:
- customer, 80–83, 120–122
 - providing no-cost, 43–44, 80, 82
- ShamWow, 98–101
- Shell Oil Company, 130
- Shlomi, Vince Offer, 98–101
- Shook, Robert, *The Art of the Hard Sell*, 109
- Silengo, Brian, 119–120
- Singletary, Mike, 33
- Size of business, 10–12, 13, 102–103
- Skill development:
- to counter objections, 108–109, 143–146
 - creating opportunities through, 50
 - for mastery of fundamentals, 137–152
 - need for continuous, ix–x, 20–24, 26
- Slap Chop, 98, 99, 100
- Slash, 101
- Smith, Anna Nicole, 101
- SPIN Selling* (Rackman), 109
- Stanford, Allen, 153
- Status, 30–32, 37, 77–80, 92–97, 104
- Steinbrenner, George, 4–5
- Sternberg, Stuart, 5–6
- Stevens, Ted, 154
- Strahan, Peter, (fictional character) xiii, xv–xvi, 162
- Success:
- action leading to, 1–2, 6–8, 13, 38–55, 66–76, 156–157
 - authenticity creating, 14–27
 - cage-rattling leading to, 28–37
 - characteristics to create, xxiii, 2–3, 92–100 (*see also* Attributes)
 - heroes achieving, 56–65
 - innovation creating, 1–2, 6–8, 13
 - knowledge of
 - competition creating, 116–124
 - mastery of fundamentals leading to, 137–152
 - passion leading to, 4–5, 19–20, 125–136
 - persistence creating, 51–52, 68–70, 71, 110–112, 114–115
 - quotes on achieving, 94–97
 - thinking bigger to achieve, 1–13

- Success (*Continued*)
- value-added extras
 - creating, 38–55, 77–89, 118–122, 128–131, 147–148
 - vision of achieving, 8–10, 13
 - Summaries:
 - on action, 55, 75–76
 - on authenticity, 25–27
 - on being a hero, 64–65
 - on being quoted, 104–105
 - on cage-rattling, 37
 - on knowledge of competition, 123–124
 - on mastery of fundamentals, 151–152
 - on passion, 136
 - on rejection, 114–115
 - on thinking bigger, 12–13
 - on value-added extras, 55, 88–89
 - "Super Bowl Shuffle," 33–35
 - Swimmurn, Nick, 80
 - SWOT analysis, 96
 - Syncro-Vox, 67
- T**
- Tactics/techniques:
- action as, 38–55, 66–76, 156–157
 - authenticity as, 14–27
 - to become 800-Pound Gorilla, 153–160
 - being quotable as, 90–105
 - cage-rattling as, 28–37
 - exposure to multiple, ix
 - heroic behavior as, 56–65
 - knowing competition as, 116–124
 - mastery of fundamentals as, 137–152
 - passion as, 125–136
 - rejection management as, 107–115
 - sales funnel as, 70–73
 - thinking bigger as, 1–13
 - value added extras as, 33–55, 77–89
- Takeaways:
- on action, 55, 75–76
 - on authenticity, 25–27
 - on being a hero, 64–65
 - on being quoted, 104–105
 - on cage-rattling, 37
 - on knowledge of competition, 123–124
 - on mastery of fundamentals, 151–152
 - on passion, 136
 - on rejection, 114–115

- on thinking bigger, 12–13
 - on value-added extras, 55, 88–89
 - Tampa Bay Rays, 5–6
 - Teague, Juanell, 68–72
 - Teixeira, Mark, 4
 - Terwoord, Chris, 131–136
 - Testimonials, 68–69, 71
 - Thinking bigger:
 - by 800-Pound Gorillas, 1–13
 - innovation opportunities in, 1–2, 6–8, 13
 - risk involved in, 3–6, 12, 13
 - size not determinant in, 10–12, 13
 - takeaways from, 12–13
 - vision associated with, 8–10, 13
 - Ticketmaster, 2
 - TIG Global, 119–120
 - Toews, Jonathan, 134
 - Trendsetters, 102–103
 - Trial and error, 57–59, 73–75
 - Trump, Donald, xxii
 - Trust, 57–59
 - 2Logical, 142
- U**
- Underground Comedy Movie, The*, 101
- Unethical behavior**, 15, 27, 60, 153–156
- United Parcel Service, 30
- V**
- Value-added extras:
- broadening client experience as, 77–80
 - creating opportunities for others as, 44–51, 85–88
 - customer service as, 80–83, 120–122
 - delivering long-term, 147–148
 - differentiation through, 41–43, 51–52, 118–122
 - 800-Pound Gorillas providing, 90–105
 - passion as, 128–131
 - persistence as, 51–52
 - price *vs.* value, 82–85, 89
 - providing no-cost information/service as, 43–44, 80, 82
 - risk-taking as, 52–55
 - takeaways on, 55, 88–89
- Visibility, 122–123, 124
- Vision, 8–10, 13. *See also* Creativity
- W**
- Wackel, Tim, 15–17, 142
 - Wallace, Steve, 102–103

- Wall Street Journal* Radio,
xii–xiii
- Wally's Wine and Spirits,
102–103
- Wal-Mart, xxii, 80
- W/B Custom Shirtworks,
39–41
- WBYG-FM, 125–128
- Webinars, 6–8, 43–44
- Web site resources, x,
157
- Weigand, Randy, 33
- White, Brad, 85–88
- Williams, Roy, 97
- Wilson, Stefan, 153
- Winfrey, Oprah, xxii
- Wirtz, Bill, 132, 133
- Wirtz, Rocky, 133–134
- WKAN, 42
- Word-of-mouth
promotion, 81–82. *See*
also Testimonials
- WorldCom, 154
- Wright, Gary, 42
- Y**
- YES Movie, The*, 9, 110–112
- Young Entrepreneur
Society (Y.E.S.), 10
- Z**
- Zappos.com, 80–83

<http://www.pbookshop.com>