

# Index

- Aaron, Hank, 179  
Apollo XIII, 174
- Berne, Eric, 149  
*Boyd: The Fighter Pilot Who Changed the Art of War* (Coram), 180
- Boy/girl theory, 102–103  
Brooks, Michael, 72  
Buffett, Warren, 104
- Close(s):  
  as goal of selling, 20  
  not needed using The Wedge, 64  
  REHEARSAL as the true close with The Wedge, 127, 130–131  
  traditional, 23, 68, 81
- Closing ratio, 36, 142, 172
- CNN, 143
- Competitive advantage. *See also* Strengths *vs.* weaknesses analysis  
  defined, 14–15  
  identifying from information, knowledge, and intelligence, 48–49  
  three ways to have, 51–55  
  winning difference, 42–43, 60
- Consultative selling:  
  defined, 23–24  
  when it's adequate, 24
- Contact sport, selling as a, 12, 148
- Coram, Robert, 180
- CRISP (continuous and rapid improvement sales process) sales meetings, 47, 149, 171, 175

## INDEX

- Crowley, Jim. *See* Notre Dame's Four Horsemen
- Customer retention rate, 28, 69, 137
- Dell computers, 48
- Differentiation:
- based on day-to-day reality, 141
  - branding *vs.*, 52
  - lack of in insurance, 136–137
  - ladder of abstraction and, 56–59
  - one of two biggest problems of selling, 20–21
  - price differentiation, 14
  - proactive service as most powerful type of, 129
  - product differentiation, 14
  - Rules of The Wedge and, 81–82
  - strengths *vs.* weaknesses, 80
  - Wedge Flight Plan and, 175
  - Wedge Sales Culture and, 138
- EDGAR (Electronic Data Gathering, Analysis, and Retrieval System), 43
- 80/20 Rule, 25–26, 143–145, 159
- Eisenhower, Dwight D., 152
- Feature benefit selling, 23
- Five money-making activities of salespeople, 143–145
- Five-step change formula for a business, 155. *See also* Wedge Sales Culture
- Four groups of a company, 154–155. *See also* Wedge Sales Culture
- Games People Play* (Berne), 162
- Gates, Bill, 104
- General Electric, 172
- Gorbachev, Mikhail, 112
- Hayakawa, S.I., 56. *See also* Ladder of abstraction
- Higginbotham & Associates, 151
- Hussein, Saddam, 60

## Index

- Industrial revolution,  
22
- Instant Rapport* (Brooks),  
71
- Krantz, Gene, 175
- Ladder of abstraction,  
56–59, 63, 94, 108, 130,  
168, 196
- Laden, Elmer. *See* Notre  
Dame's Four Horsemen
- Language in Thought and  
Action* (Hayakawa),  
56
- Mantra for the salesperson,  
15, 49, 129
- Merriam-Webster's Collegiate  
Dictionary*, 180
- Miller, Don. *See* Notre  
Dame's Four Horsemen
- Million Dollar Producer,  
159
- National Aeronautics and  
Space Administration  
(NASA),  
175
- Newton, Sir Isaac, 32
- Notre Dame's Four  
Horsemen, 154
- Owen, Douglas B., 149,  
186
- Pain:  
active, 87  
latent, 87  
pain/pleasure motivation,  
35, 195–196  
potential, 87
- Pareto, Vilfredo, 25, 143. *See  
also* 80/20 Rule
- Perot, Ross, 104
- PICTURE PERFECT:  
five reasons won't always  
work, 97  
key phrase, 89  
step in The Wedge Sales  
Call, 83
- Precall strategy, 39, 61, 128,  
144
- Proactive services time line,  
54, 63, 159, 192,  
198
- Proactive Wedge, 93. *See also*  
Reactive Wedge
- Prospecting. *See* Red Hot  
Introductions
- Raiders of the Lost Ark*,  
68
- Reactive Wedge, 92. *See also*  
Proactive Wedge

## INDEX

- Reagan, Ronald, 112
- Red Hot Introductions, 149,  
161–170, 194
- Reid, Rusty, 151
- REPLAY:  
key phrase, 115  
step in The Wedge Sales  
Call, 84
- REHEARSAL:  
key phrase, 125  
step in The Wedge Sales  
Call, 84
- Retention rate. *See* Customer  
retention rate
- Ringer, Robert J.,  
102
- Rules of The Wedge, 81–83,  
90
- Ruth, Babe, 179
- San Francisco State College,  
56
- Securities and Exchange  
Commission, 43
- SODAR (situation,  
opportunity, decision,  
action, results), 168–170
- Speed*, as metaphor,  
42
- Strengths *vs.* weaknesses  
analysis, 50–51. *See also*  
Competitive advantage
- Stuhldreher, Harry. *See*  
Notre Dame's Four  
Horsemen
- Summit Global Partners,  
149–151, 186
- TAKE AWAY:  
key phrase, 100  
step in The Wedge Sales  
Call, 83
- Trump, Donald, 104
- Two biggest problems of  
selling. *See*  
Differentiation
- Two kinds of buyers and  
sellers, 187
- United States Bureau of  
Labor Statistics, 180
- VISION BOX:  
key phrase, 110  
step in The Wedge Sales  
Call, 84
- Wal-Mart, 48
- Wedge:  
based on identifying and  
using competitive  
advantage, 14–16  
based on three-party  
selling situation, 10

## Index

- defined, 9
- development of, 136–140
- efficiency of, 60–61
- ethical basis for, 12–13
- expansion into The Wedge Sales Culture, 148–152
- necessity for pain in order to make it work, 35–37, 86–89
- origin of, 136–140
- seven rules of, 81–83
- six steps of The Wedge Sales Call, 83–84
- Wedge Flight Plan, 194
- Wedge-proofing, 54, 192
- Wedge Sales Call:
  - based on the seven rules of The Wedge, 81–83
  - defined and outlined with six steps, 83–84
  - development of, 136–140
  - integration into Wedge Sales Culture, 148–152
  - key conversational phrases of, 131–132
  - part of Wedge Flight Plan, 194
  - previewed, 63–64
  - summary of, 196–197
  - used to shorten selling cycle, 141–142
- Wedge Sales Culture:
  - five-step change formula, 155
  - four groups of a company, 154–155
  - four key roles to create and sustain, 174–176
  - origin of name, 151
- Welch, Jack, 158
- WHITE FLAG:
  - key phrase, 123
  - step in The Wedge Sales Call, 84
- Winning with precision and confidence:
  - Gulf War and, 60
  - World War II and, 60

