

The following is a highlighted summary of the book, Pushing the Envelope, published by Ballantine Books. The statements below are key points of the book as determined by James Altfeld and have been made available at no charge to the user.

Pushing the Envelope

By

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How many calls would you make on a prospect before giving up? Answer: "It depends on which one of us dies first!"

Determined people possess the stamina and courage to pursue their ambitions despite criticism, ridicule, or unfavorable circumstances.

"It's not whether we get knocked down. It's whether we get up again." Vince Lombardi

There is much more to winning than finishing first.

Charles Walgreen founded Walgreen's in 1901. One of his policies was to have the pharmacist stay on the line with a customer calling in a prescription. While still on the telephone with the pharmacist, there would be a knock on the customer's door. It was the delivery kid with the customer's prescription.

Walgreen also invented the soda fountain and lunch counter.

Secrets to success: be a hungry fighter and never quit.

Dr. Seuss's first children's book was rejected by 23 publishers

Henry Ford failed and went broke five times before he succeeded

It took Noah Webster 36 years to complete his dictionary

The University of Bern rejected Einstein's dissertation, saying it was irrelevant and fanciful.

Babe Ruth struck out 1,330 times.

They're holding an election in our company today. The ballot box is our cash register. Are you paying attention to the results?

"If people don't want to come out to the park, nobody's going to stop them." Yogi Berra

We don't need every customer, just the right ones. Don't wait around for a customer to meet your requirements, go out and meet his.

Sales people need to be relieved of all duties that have nothing to do with sales.

“Do you have exactly two minutes to discuss a product that can save you money and boost your productivity? (Pull out the stop watch.)

Some people believe that strategic planning is foretelling the future and having to explain later why it didn't happen. The truth is that the value of strategic planning lies in the discipline and hard thinking the exercise requires, not in the accuracy of the forecast.

Mission Statement of Mackay Envelope Co.: To be in business forever
We value results.

The president of the company needs to go one on one with each and every employ and find out what makes them tick.

Leadership does not mean getting people to do their job. It means getting them to do their best.

And even the Lone Ranger didn't go it alone.

You manage things. You LEAD people. You never have to guess where a genuine leader stands. They are consistent. As Harvey Golub, CEO of American Express put it, when he's tired of repeating the same message over and over, it means he probably has reached the point where his people finally understand it. Leaders make use of everyone's talents and inputs.

Before filing something, remember that 80% of all that gets filed is never referred to again.

In 1964, 75% of Americans trusted the government. Today that figure is under 25%.

Get that job interview in the morning. Execs are 83% more likely to hire then.

The last applicant to be interviewed gets the job 55.8% of the time. The first on only 17.6%/

The average American spends 49 hours in a lifetime seeing doctors and 64 hours waiting for them.

The average executive wastes 30 minutes per day looking for misplaced information.

In 1975, 17% of American pumped their own gas. Today it's 78%.

Memo by MGM exec after Fred Astaire's screen test: “Can't act. Slightly bald. Can dance a little.”

‘I had a terrible time remembering names. Then I took the Dave Carnegie course and I’ve been fine ever since.’

The best ideas are the best ideas regardless of where they come from. Think boundaryless and let ideas and input come from any quarter. In advertising, why can’t someone besides the art director have a great idea?

Of all the human failings that can kill a business, arrogance is the deadliest. Plus it can affect the entire company.

Big difference between a bonus and a salary increase. Bonuses are a one time thing. A salary increase is forever.

Tip the waiter BEFORE the meal, don’t leave him guessing. If you need prompt service NOW, slip him the money NOW!



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