

QUOTES FROM THE BOOK “SURVIVORS, INVENTORS”

The following quotes are the echoes of “Survivors, Inventors” core ideas; the kind of thoughts worth coming back to when clarity fades or momentum slips.

The brokers who stay stuck in small groups - the ones who hover for years around the same 20-life or 50-life accounts - aren't dumb. They're not lazy. They've just never been taught how to *read* a deal. They don't understand **why a prospect says yes to them - or no.**

AI might be fast, but it still doesn't know how to walk into a boardroom full of anxious executives and make them feel like everything's under control.

[Shadow millionaires in B2B] don't spray and pray. They handpick their targets like they're selecting rare wines. They study them like they're writing a thesis. They craft custom outreach that feels like a personal invitation to an exclusive inner circle. And they don't expect results overnight. **They know the game is long,** and they play it that way - because they understand that real influence isn't built through clicks. It's built through trust, consistency, and timing.

Change comes with responsibility. That's the part we forget.

[In B2B with multiple decision-makers] you're not selling a product. You're equipping someone to **sell your product on your behalf** - when they're alone, when there's no script, and when the tone has shifted from *inspired pitch meeting* to *defensive budget justification*.

[How did human beings survive?] We built tribes. We watched shadows. We whispered about danger in the dark. And we did something most motivational speakers would never dare to mention: We **walked away from the shiny thing.**

Inventors aren't interested in maximizing known value; they're compelled to search for what doesn't **yet** exist.

[Survivors] They crave systems, best practices, and documented results. Their instinct is to **preserve, perfect, and protect** what's already working.

It's the invisible thermostat running inside every person you sell to - the part of the brain that whispers, "**If it ain't broke... don't touch it.**"

Here's the twist: **Inventors fall into homeostasis just as hard as Survivors do.** They just decorate it differently.

All Inventors are Survivors. But not all Survivors are Inventors.

Nobody says "We're not interested" anymore. That's too sharp, too suspicious. Sounds like a decision, and decisions come with accountability. No - today's rejection is softer. Polished. Murder in a cardigan. "**We're satisfied with our current solution.**"

Sometimes it's not even about the offer. It's about you - or rather, **the version of you** they've met before.

Until you stop assuming something is wrong with the prospect, nothing else changes. Not your pitch, not your outreach, not your results. **That quiet judgment**, even when unspoken, leaks into your tone, your words, your energy.

You do not walk into a high-stakes meeting asking questions they expect you to already know the answers to.

[**Trapped Types**] If you only pitch to the title, you'll miss. If you only pitch to the person, you'll still miss. Because what matters is how the person has been shaped - sometimes warped - by the job they're in.

"My prospect's an idiot who just doesn't get it." It's not insight; it's a bedtime story you tell yourself so you can sleep after losing a deal. And it's the single biggest reason brokers walk away from opportunities that still had life in them. Because once you've labeled the other side as short-sighted, why bother? After all, **what's the point of chasing someone too dense to recognize your genius...** aside from the awkward truth that they probably aren't?

Superman *was* the Inventor. The force of disruption. The risk-taker. The change-bringer. He didn't ask permission. He didn't wait for consensus. But Clark? Clark was the Survivor. He didn't run toward explosions - he ducked behind his desk. He didn't shake the world - he submitted articles before the deadline. And here's the twist: the story doesn't punish him for that. It *honors* him. **The myth of Superman isn't a rejection of Clark** - it's a validation of both roles. Without Clark, there is no Superman. Without the quiet life of the Survivor, the explosive power of the Inventor becomes unsustainable.

[Salespeople] love playing Superman. They walk into meetings ready to save the day - firing off stats, slamming the current plan, pitching themselves as the answer to everything. They try to be the strongest voice in the room. But here's the irony: the more they act like Superman, the less the prospect feels like he can become one. Because in the corporate world, you're not talking to the superhero. **You're talking to Clark Kent.** And not the version we romanticize - the one hiding godlike power under a stiff tie. No. You're talking to the real Clark. The one just trying to survive another Tuesday without losing budget, respect, or his job.

And here's where it gets uncomfortably relevant: the very same instincts driving self-sacrifice in tribes are still active in boardrooms and business decisions. We like to think we're above biology, that strategy and ethics come from pure logic or moral code. But scratch the surface, and you'll often find the same ancient instincts - preserve the tribe, protect your kind, ensure your continuity. Selling change, in this context, isn't just about convincing people to act - it's about **helping them feel their genes are safe in your hands.**

Essentially, what we are dealing with today is a new layer added on top of the classic hierarchy of needs: the **Hierarchy of Identity.**

They know it's bad. They just don't know it's *dangerous*. Not yet. And that tiny gap between discomfort and perceived danger is where all the leverage lives.

Inner Minimum is not just some stage in the sales process you “get through.” It’s not a box you check off so you can move on to the real work. No. *This* - this state of Inner Minimum - is where you’re going to live. It’s where your entire job as a [salesperson] begins, and where most of your effort will be spent. Not in closing. Not in follow-up. Not in the exciting finish line, but right here - inside the dense, psychological fog of “we’re fine.”

Modern executives package fear in socially acceptable language. They’ll never say, “I’m scared of making the wrong move.” Instead, they’ll say, “**It’s not a priority right now.**”

Inventors are **rare**. For every one of them, there are a dozen Survivors sitting across the table.

Do they build a wall? Do they build a bridge? Either way, you’ve done a great job if you’ve stayed long enough to watch them build anything at all.

[plot twist] So now that we’ve established the only way to close a deal - or even move the needle - is by disrupting the prospect’s *Inner Minimum*... let me hit you with the bad news: **You can’t.**

You have to understand something fundamental: saying “yes” to everything is not a strategy - it is an abdication of responsibility. It’s a refusal to define your path. In real life, “yes” is what people say when they don’t want to offend, when they don’t have a plan, when **they’re hoping someone else will draw the lines of their future for them.**

One of the most noticeable shifts I see in our clients after we build their **Top 30 Laser Prospecting List** is how they respond to rejection. It changes completely. Once they’ve done the research, they know the companies on that list aren’t random - they’ve been qualified, studied, and targeted for a reason. They know the prospect has no objective reason to shut down the conversation, because the data shows their plan, their costs, or their internal structure can be significantly improved. And not by just anyone - by **them.**