

Utilizing Surveys and Client Feedback to Improve Your Business - With Robert Temple and Kennedy of Response Suit

This article presents an illuminating interview with successful entrepreneur Daryl Urbanski, focusing on his techniques in creating efficient business processes, managing high-ticket prospects, and leveraging market surveys effectively.

The importance of this article lies in its provision of highly practical advice, firsthand experiences, and clear insights that can help current and aspiring entrepreneurs grow their business ventures.

Through these exercises derived from the article, readers can integrate these valuable lessons into their business approach to unlock greater efficiency, maximize profit and ultimately enable business success.

Quote to Remember From the Interview

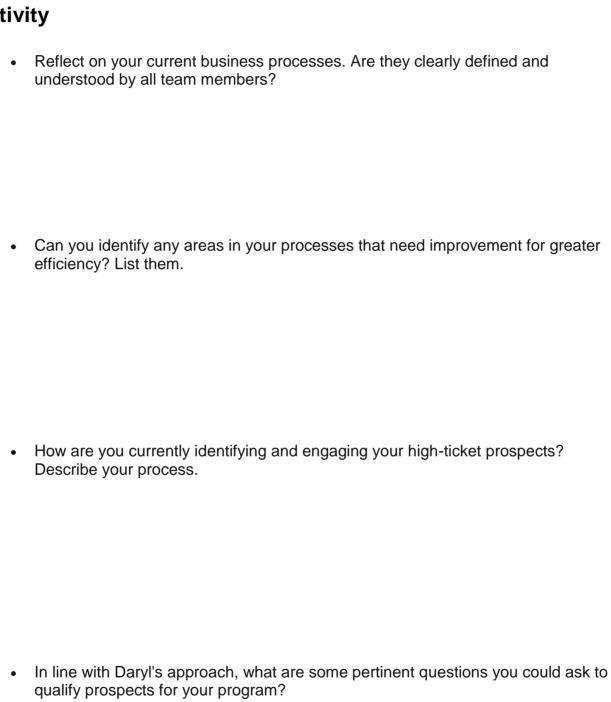
"The big thing with processes is they are constantly evolving, you're constantly learning from them." - Daryl Urbanski.

What You'll Learn From the Activity

These activities will help you grasp Urbanski's methods in optimizing business processes, qualifying high-ticket prospects, and leveraging market surveys for customer segmentation. The questions will encourage reflective thinking and practical application of the concepts discussed in the article.



Activity





•	Describe a situation where you spent time or resources on the wrong prospects. What lessons did you learn?
•	In this moment, how would you manage prospects who aren't qualified for your program?
•	Do you use market surveys to understand your customers? If yes, discuss how. I no, why not?

During marketing surveys, how do you handle customer segmentation?



•	Consider a time when segmentation during a survey would have been beneficial. Describe that situation.
•	Do you think the majority of your customer base wants the same thing or are their needs diverse? Explain your answer.
•	Reflect on Daryl's quote, "It's very rare that you'll get 85% of your list, want one thing and the balance only want the 15%". How does this resonate with your business and customer understanding?
•	Are there any resources mentioned by Urbanski that you have found useful? List them.
•	Fill in the blank: If I want to create more multimillionaire business owners, the first step is

•	Based on Daryl's insights, what are some changes you plan to implement in your business strategy?
•	How relevant did you find Daryl's advice to your current business condition? Explain.
•	Do you share Daryl's belief on the constant evolution of business processes? Why or why not?
•	What key changes can you make today to better optimize your business processes?

•	True or False: To qualify high-ticket prospects, it is necessary to understand their unique needs and ability to participate in your program.
•	How could you use market surveys to offer more targeted products/services to your customers?
•	Daryl discusses the value of learning from your processes. Can you cite a specific process you learnt from recently?
•	What surprised you the most from this article and why?

• What three actionable steps will you take after reading this article?

How have your views on managing high-ticket prospects and customers' segmentation changed after reading this article?



•	Discuss a time when understanding your customers' needs through a survey improved your business.
•	How does the concept of "time freedom" resonate with your current business situation?
•	List down any further resources you believe would supplement Urbanski's interview.
•	Write a sentence, drawing from Urbanski's insights that you would use to inspire other entrepreneurs.



•	What other areas of your business do you think would benefit from Daryl's advice
	and why?

• Reflect on your biggest takeaway from this interview with Daryl Urbanski.

• Describe one challenge in your business that Daryl's advice would help solve.