

"Your Success Is My Success"
-- Daryl Urbanski



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.

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Activity

- Reflect on your current business processes. Are they clearly defined and understood by all team members?
- Can you identify any areas in your processes that need improvement for greater efficiency? List them.
- How are you currently identifying and engaging your high-ticket prospects? Describe your process.
- In line with Daryl's approach, what are some pertinent questions you could ask to qualify prospects for your program?

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- 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. If no, why not?

- During marketing surveys, how do you handle customer segmentation?

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- 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 _____.

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- 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?
- How have your views on managing high-ticket prospects and customers' segmentation changed after reading this article?
- What three actionable steps will you take after reading this article?

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- 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.

