

*"Your Success Is My Success"*  
-- Daryl Urbanski



## **Master the Game of Business: Converting Prospects into Sales and Negotiation Excellence with Japer Yeo**

The article features an informative interview with a seasoned expert on sales and entrepreneurship, discussing essential techniques for planning, scheduling and curating content to convert potential customers to committed buyers.

It's critically important as it provides practical advice on avoiding business pitfalls, such as over-promising and over-committing, and emphasizes on the value of doing less, better.

The benefit of doing these exercises is to gain a deeper understanding of strategic planning, tactful selling, and customer management, directly contributing to business success.

### **Quote to Remember From the Interview**

"Set a schedule for yourself and as much as possible, try to fit the schedule. Plan your work. Work your plan."

### **What You'll Learn from the Activity**

The questions and activities will serve to immerse you in the nuance and complexity of strategic planning and content development. By engaging in these exercises, you will gain a practical understanding of the techniques and values discussed in the interview, and explore how to apply them to your own work in a meaningful way.

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## Activity

Reflect on a situation when you promised more than you could deliver. What was the outcome?

How comfortable are you with saying no to a sale if it threatens your ability to deliver excellence?

What does 'tactful selling' mean to you?

Design a basic outline for a newsletter which would appeal to your potential customers.

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Can you recall a scenario where a well-planned schedule helped deliver a project successfully?

How would you manage client expectations without overpromising?

What strategies could be used to transform potential customers into committed buyers?

Think about a time when your workday was haphazard? What impact did it have on your productivity?

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Fill in the blank: Doing \_\_\_\_ better, rather than \_\_\_\_ poorly.

How do you practice customer orientation in your role?

Write a step-wise plan on how you could implement a smart content strategy in your work?

True or false: A good salesman must always stick to his schedule.

Reflect on the quote: "One of the biggest mistakes that entrepreneurs make is over-promising, over-committing." How could you avoid this pitfall?

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Multiple choice: Which of the following can negatively impact your business?

- Overpromising
- Underdelivering
- Poor planning
- All of the above

Write down three ways in which you can improve your time management skills.

List any two online resources which have helped you with strategic planning and scheduling.

What techniques do you prefer for keeping your customers engaged?

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Craft a mock conversation that embodies tactful selling.

Reflect on the essence of effective time management in driving productivity.

In what ways can you practice the principle of quality over quantity in your current role?

Write a sentence utilizing the quote about excellence presented in the interview.

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How can you use content to tie the customers' interest towards your product/service?

True or False: Achieving excellence isn't about the number of customers but how you treat them.

Outline a typical workday, ensuring it's well planned.

Give an instance where you overcommitted and the lessons learned.  
Reflect on how doing less can be more advantageous.

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If given a chance, how would you improve the content you provide to your customers?

Give an example of a time when you managed to transform potential customers into committed buyers.

Write down three key takeaways from the interview.

How can the insights from this interview be applied to your current role or business?