# Mastering the Art of Supply Chain Optimization



This workbook features an engaging interview with Martin Holme, the Vice President and Head of M&A Integration Asia at AP Moller Maersk, and discusses the utilization of supply chain optimization and free trade agreements in global trade.

It's crucial due to the opportunities it provides for businesses looking at cross-border expansion and for individuals interested in logistics and supply chain management.

The benefit of these exercises is to provide you with pragmatic tools to effectively leverage free trade agreements, to navigate trades overseas, and to strengthen your understanding of logistics and supply chains.

"Doing business overseas is a lot simpler than people generally perceive it."

### REFLECTION/PERSONAL ANALYSIS

• How much cost-effectiveness can free trade agreements typically bring to your product in the participating nations?

 'True or False'. Effective communication only has a cultural aspect in international business.

• What do you consider to be the top three obstacles in conducting business overseas? Now discuss the strategies to overcome these obstacles.

 How can you incorporate resilience in your international business strategy?

• Reflect on your understanding of collaborating with overseas distributors and the benefits it brings to business.

#### **REFLECTION/PERSONAL ANALYSIS**

 Fill in the blank: Al and digital twins are necessary for maintaining \_\_\_\_\_ in the global market.

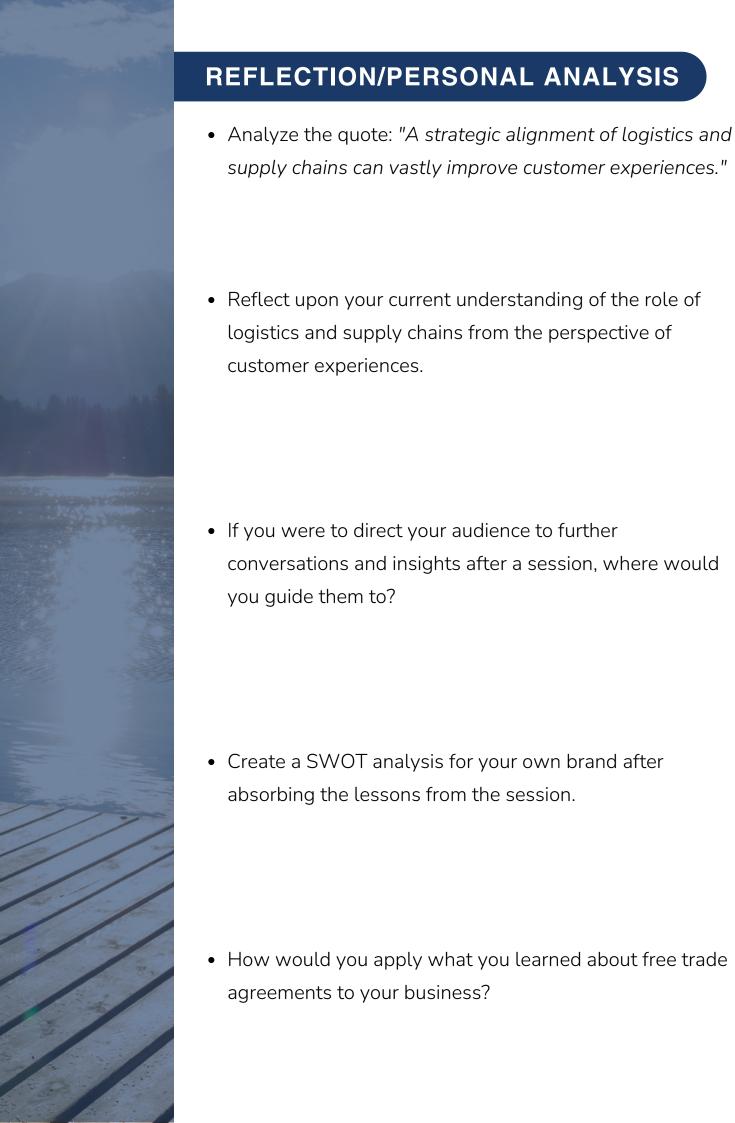
 Discuss how you can improve the communication channels in your company.

• Explore an instance where a lack of effective collaboration created a business challenge.

• How can one strategically align logistics within their own business model? Elaborate with an example.

• Discuss the misconception that supply chains and logistics are often seen as a cost center instead of a strategic tool.





#### **REFLECTION/PERSONAL ANALYSIS**

• Reflect on how the comprehensive understanding of international trade, as shared by Martin, impacts your future business decisions.

 Write a thank you note to your audience after a successful business session. Keep in mind the humility Martin Holme displayed.

• 'True or False'. Doing business overseas is far more challenging than within your home country.

• Share your thoughts on the future of global trade after understanding Martin's insights.

• Investigate how physical and digital collaborations can jointly enhance a business's prospects.





## SITUATIONAL AWARENESS

How would you identify countries having favorable import duties? Illustrate with an example.
Create a pros & cons list of utilizing free trade agreements for SMEs.



## SITUATIONAL AWARENESS

Develop a brief strategy to introduce technological advancements like AI and digital twins in your business model.							
Create a brief roadmap of your brand's global expansion, incorporating Martin's advice.							

## LISTING/ENUMERATION ACTIVITY Key Takeaways

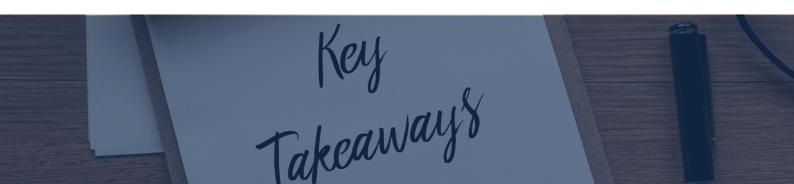
Enumerate three ways you can leverage supply chains to improve customer experience.

- 1.
- 2.
- 3.

List three key things you learned from this session with Martin Holme.

- 1.
- 2.
- 3.

Use these takeaways to enhance your approach to digital marketing, copywriting, and lead generation in the future.





## DARYL URBANSKI

FOUNDER | PRESIDENT OF BESTBUSINESSCOACH.CA HOST OF THE BEST BUSINESS PODCAST

**Daryl Urbanski** is best known for his ability to create seven-figure, automated income streams from scratch.

First, as Senior Marketing Director for Neurogym. He helped generate over \$1.6 Million USD in under 8 months with a single marketing strategy.

This became \$7.5 Million USD in 3 years. He continued this success with multiple clients.

He's now set on a mission to help create 200 NEW multi-million dollar businesses. How?

Science & Accountability.

After 400+ expert interviews & \$50,000 in evidence-based research. He uncovered 8 critical business habits.

These 8 critical habits will determine who survives & thrives in these unprecedented times and who succumbs.

Daryl has quickly climbed the entrepreneurial ladder, gaining respect from thousands of business owners worldwide.

An author to speaker, marketer to coach - Daryl's multi-faceted business approach sets him apart as one of the leading business experts of his generation.











## **SUGGESTED TOPICS:**

## 8 Critical Success Factors

- 1. Self-efficacy
- Personality Traits
- Leadership Skills
- Personal Disciplines
- 2. Strategic Planning
- 3. Marketing Strategy

- 4. Market Intelligence
- 5. Sales Strategy & Skills
- 6. Money Management
- 7. Business Operating Systems
- 8. Business Intelligence



### **FEATURED ON**













Daryl Urbanski on using automation to grow your business



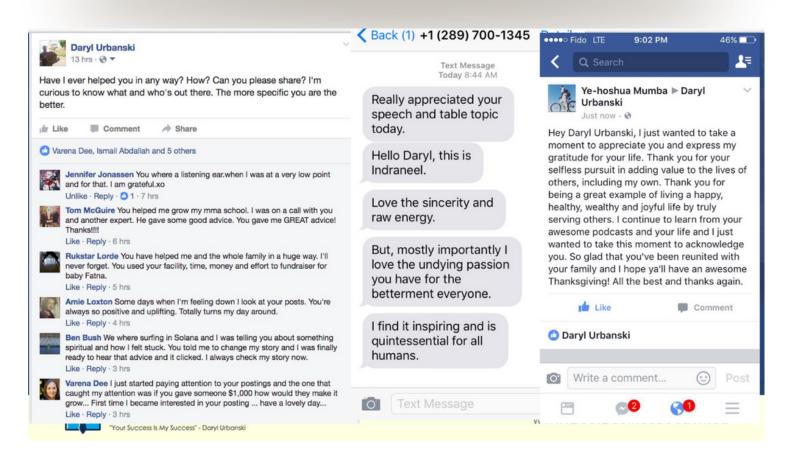


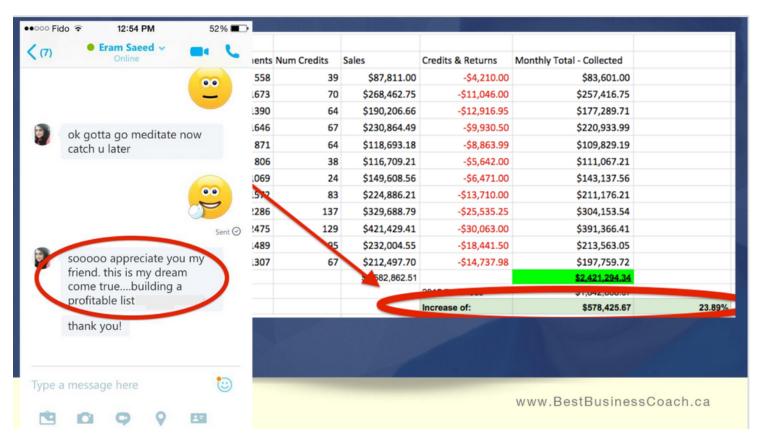


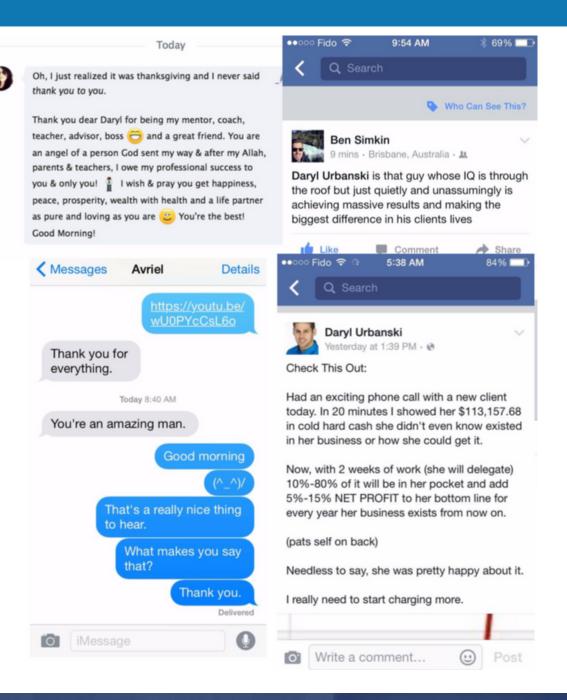




## **Who is Daryl Urbanski?**







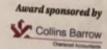


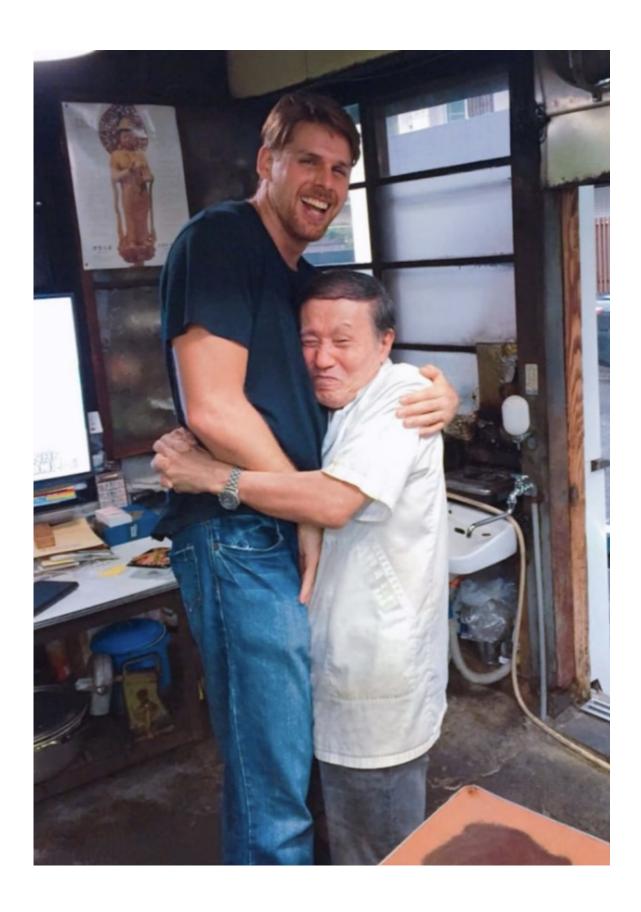
# Young Entrepreneur Award

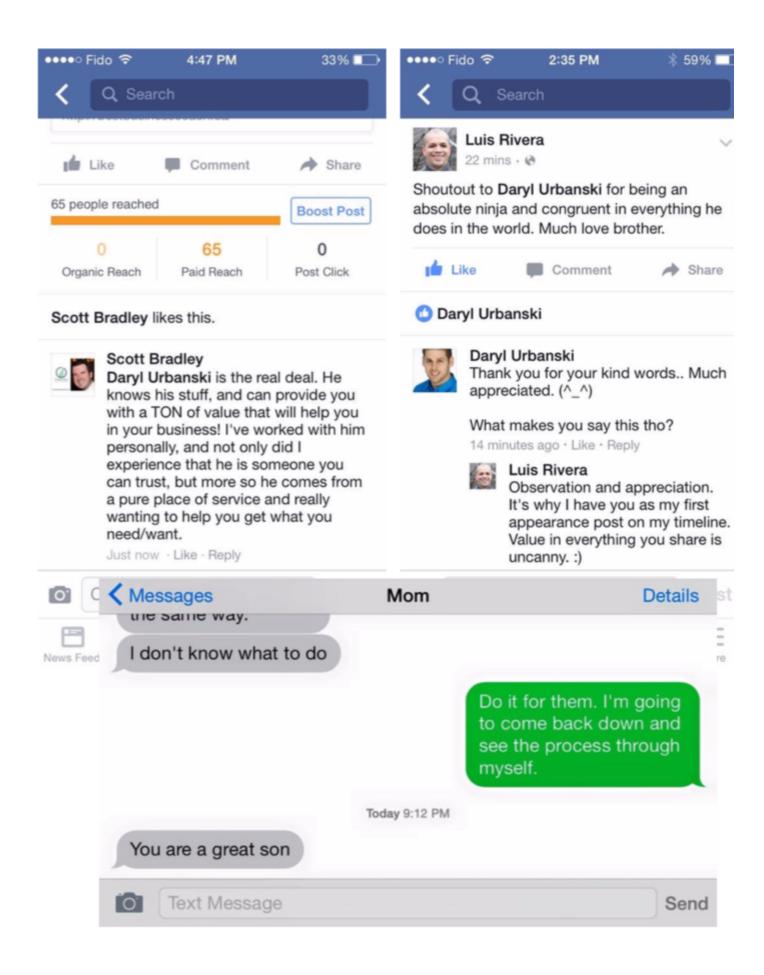


#### Daryl Urbanski BestBusinessCoach.ca

At the age of 17, Daryl Urbanski did his first workshop with Bizbound.ca on 'How to Start and Grow a Successful Business'. Today, he is the author of the top selling book on Amazon, 'Ancient Secrets of Lead Generation: Your Primitive Business Guide to Better Leads with Less Effort', and owner of BestBusinessCoach.ca. He is also the author of two other books; 'Business Success Secrets, Principles, Formulas & Ethos' & 'Primitive Business Tools For Success'.







## **Case Study**

# <u>Turning \$50,000 USD into \$212,484 USD with paid ads and automation</u>

Today's case study is the **CEO** of another USA-based company.

Her business caters to women in their 40s. Women who are into Reiki and other energy healing. Including alternative medicine techniques.

She felt trapped by her dependence on her industry peers. And their practice of promoting to each other's patrons. She didn't want others to sell to her community. Or even share her base with them just so her company can maintain growth. She wanted to be independent without sacrificing sales.

Thus, she turned to Daryl for a marketing solution. A solution to give her freedom from external influences.

#### **Objectives**

- Establish a profitable, fully automated paid advertising campaign to build her audience.
- Determine who are the company's best customers.
- Attract new customers and turn them into the highest paying clients.
- Create a membership program for a stable income growth.

#### What Daryl Did

- Established a "golden path" for lead generation and client acquisition process from the first to the sixth purchase.
- Analyzed 20,000+ orders to determine who their best customers are, where they come from, and how they make their purchases.
- Set up a paid advertising campaign for the first step their best customers took and automatically sent the next promotions for the second, third, fourth, fifth, and sixth products at the appropriate time.

#### Results

- Turned one-time buyers into multi-buyers in a predictable way
- Many people who bought a one, bought a second and third item.
   Immediate profit from paid ads was \$212,484 but if we include back end sales we grew her business by almost 26% or \$578,425.67.
- Produced a larger buyer base and enabled her to expand them without outside support.

#### Why It Was Smart To Work With Daryl

It was smart because he successfully helped her run a profitable paid ad campaign. The money she spent grew at least three times. She now has a larger list plus the ability to grow her list without any outside endorsement. She has a predictable way to turn first-time buyers into multi-buyers. She also has a clearer idea of who her target market is, who her best buyers are, and the multiple ways to reach them.

This has now become a cornerstone part of her business-enhancing every single big promotion she has done since then... with a bigger email list plus an understanding of how to use paid ads.

Evergreen Sales Re	port					
	EVG	MTD	YTD	ES-EVG	MTD	YTD
Week of May 30	\$127	\$127	\$127	\$13,673	\$13,673	\$13,67
Week of June 6	\$1,172	\$1,172	\$1,299	\$10,846	\$10,846	\$24,519
Week of June 13	\$2,315	\$3,487	\$3,614	\$13,977	\$24,823	\$38,49
Week of June 20	\$19,541	\$23,028	\$23,155	\$4,258	\$29,081	\$42,75
Week of June 27	\$5,375	\$28,403	\$28,530	\$1,272	\$30,353	\$44,02
Week of July 4	\$3,319	\$3,319	\$31,849	\$523	\$523	\$44,54
Week of July 11	\$829	\$4,148	\$32,678	\$2,266	\$2,789	\$46,81
Week of July 18	\$904	\$5,052	\$33,582	\$1,482	\$4,271	\$48,29
Week of July 25	\$10,330	\$15,382	\$43,912	\$0	\$4,271	\$48,29
Week of Aug 1	\$3,955	\$3,955	\$47,867	\$197	\$197	\$48,49
Week of Aug 8	\$1,542	\$5,497	\$49,409	\$0	\$197	\$48,49
Week of Aug 15	\$1,792	\$7,289	\$51,201	\$0	\$197	\$48,49
Week of Aug 22	\$1,007	\$8,296	\$52,208	\$0	\$197	\$48,49
Week of Aug 29	\$1,465	\$9,761	\$53,673	\$1,172	\$1,369	\$49,66
Week of Sept 5	\$2,362	\$2,362	\$56,035	\$2,461	\$2,461	\$52,12
Week of Sept 12	\$2,669	\$5,031	\$58,704	\$649	\$3,110	\$52,77
Week of Sept 19	\$18,263	\$23,294	\$76,967	\$197	\$3,307	\$52,97
Week of Sept 26	\$6,202	\$29,496	\$83,169	\$397	\$3,704	\$53,37
Week of Oct 3	\$4,458	\$4,458	\$87,626	\$0	\$0	\$53,37
Week of Oct 10	\$2,838	\$7,296	\$90,464	\$394	\$394	\$53,76
Week of Oct 17	\$2,019	\$9,315	\$92,483	\$99	\$493	\$53,86
Week of Oct 24	\$4,337	\$13,652	\$96,820	\$0	\$493	\$53,86
Week of Oct 31	\$2,667	\$2,667	\$99,487	\$492	\$492	\$54,35
Week of Nov 7	\$1,410	\$4,077	\$100,897	\$394	\$886	\$54,74
Week of Nov 14	\$3,087	\$7,164	\$103,984	\$99	\$985	\$54,84
Week of Nov 21	\$2,862	\$10,026	\$106,846	\$0	\$985	\$54,84
Week of Nov 28	\$6,497	\$16,523	\$113,344	\$590	\$1,575	\$55,43
Week of Dec 5	\$14,287	\$14,287	\$127,631	\$194	\$194	\$55,63
Week of Dec 12	\$7,885	\$22,172	\$135,516	\$97	\$291	\$55,72
Week of Dec 19	\$7,496	\$29,668	\$143,012	\$170	\$461	\$55,89
Week of Dec 26	\$4,551	\$34,219	\$147,562	\$194	\$655	\$56,09
Week of Jan 2	\$6,036	\$6,036	\$153,598	\$0	\$0	\$56,09
Week of Jan 9	\$2,567	\$8,603	\$156,165	\$226	\$226	\$56,31
TOTAL	\$156,165			\$56,318		
		-				
	1	otal:	\$212,484			



Otto Ruebsamen Daryl is good. I worked with him in 1 company where he took the almost dead company and automated a sales machine that's produced 40-70k a week for the past 5 years now. Saved that company while generating predictable cash flow the business was able to grow on and make payroll from every two weeks.

Love · Reply · 15w





→ Me Daryl Urbanski replied · 2 Replies



Darren Veerapa Niiiiiiiice!!! 🔘 1

Love · Reply · See Translation · 15w



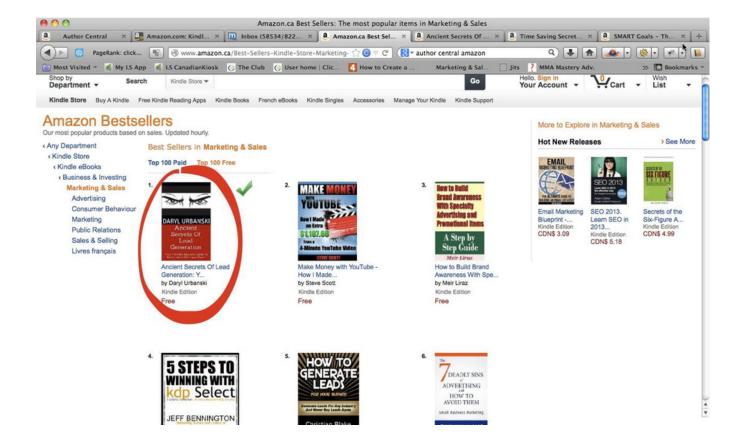
Ed O'Keefe This is a great post Daryl Urbanski!!! Amazing

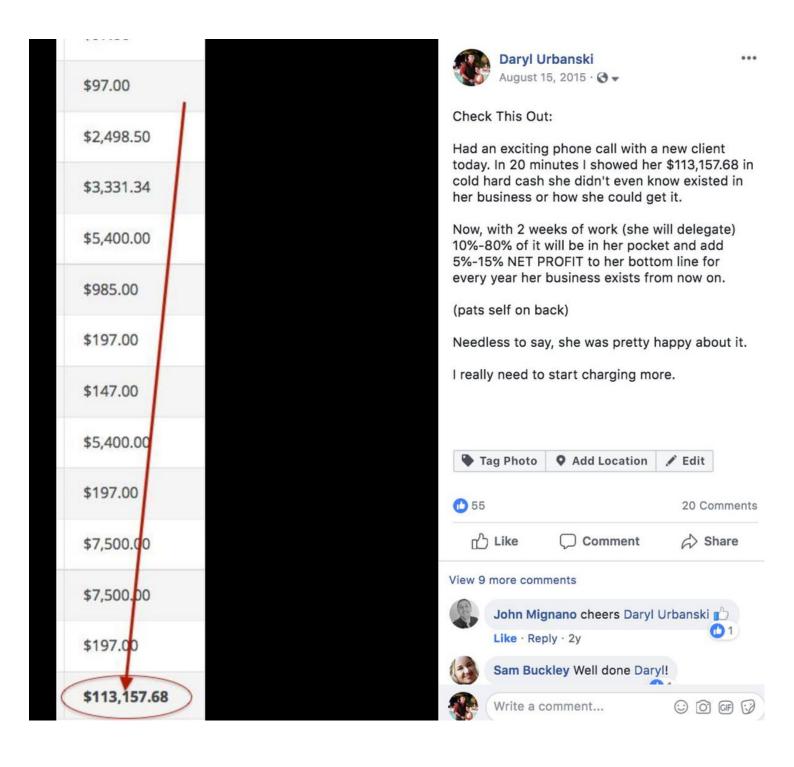
Love · Reply · 15w





→ M Daryl Urbanski replied · 1 Reply





#### **CASE STUDY**

#### Almost Bankrupt to \$1.6 MILLION USD in 9 Months with a Single Marketing Strategy

Our case study for today is the **CEO** of a company that offers online personal development courses.

Catering to women who follow Deepak Chopra, the movie "The Secret," and John Assaraf, he provides coaching on mindset, hypnosis, neuro-linguistic programming, and positive affirmations.

The company encountered a stumbling block: multiple attempts to launch a flagship product—a \$20/month mindset membership—had failed. They found themselves on the verge of bankruptcy.

The CEO and his team had to do everything in their power to save the business. Either they go big or they go home penniless and insecure.

#### **Objectives**

- Generate funds to keep the business moving forward.
- Launch products that sell.
- Market the brand.

#### What we did

- Established a standard lead generation and client acquisition process using a six-hour webinar.
- Harnessed the company's 50+ strategic partner promoters which earned the company approximately \$550,000 from about 600 orders.
- Sold \$997 one-time or \$397 three-time payment plan, with around
   50 percent of sales going to the partners.
- Gave a Contact Us number and assigned two phone sales reps to take inbound calls.
- Placed outbound calls to anyone who hit the order form during the broadcast or clicked to see the order form from a post-event email but didn't purchase.
- Created split tests for each step of the process when the partners were promoting.
- Made A and B versions of registration pages, reminder emails, order forms—everything.
- Took the winning versions and then set them up to play as if live but on an automated basis.
- Set up the process to run from Sunday to Saturday each week, automatically.
- Ran the six-hour event on Saturdays.
- Sent multiple pieces of pre-event videos and homework materials via email to build excitement.
- Uploaded buyer emails to Facebook Ads and made a lookalike list.
- Created three ads with a \$500 budget and ran them on Facebook to the lookalike audience of our 550+ buyers to register for the event "happening this week".

Doubled the ad spending using the profit from the week before.

#### Results

- Earned \$1.6 million in front-end sales (excluding back-end products and services sold).
- Made \$7 million in sales in just under three years.
- Installed a massive income stream, including paid ads and customer service, requiring only three or four people to run it.
- Launched several other products under the new company brand.

#### Why it was smart to work with us

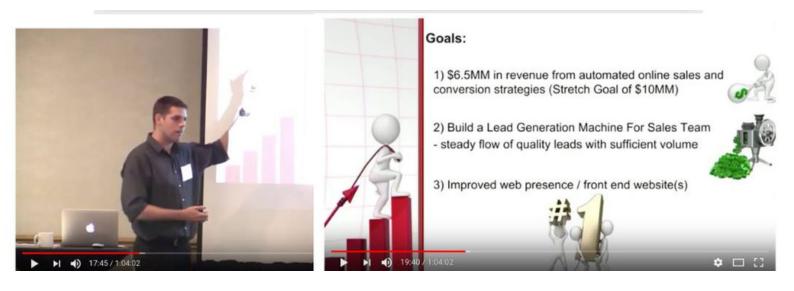
It might be hard to believe how they got back on their feet and earned millions. But Daryl's marketing strategy worked; this company is one of the many who swear by it.

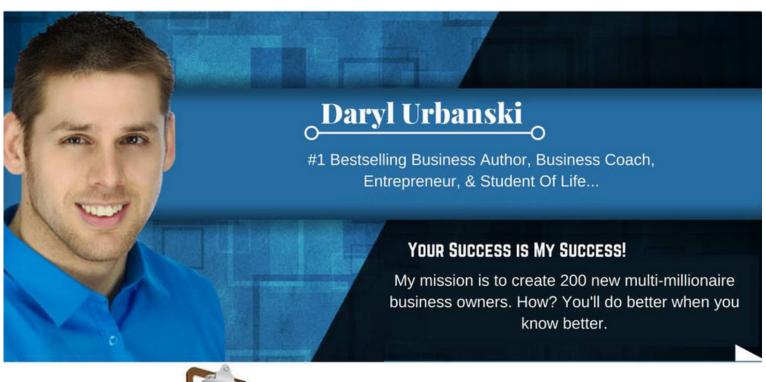
◆ Listen to Daryl's interview with Kent Martin about how they grew the business: <a href="https://members.bestbusinesscoach.ca/inside-a-7-million-dollar-automated-funnel-building-up-to-over-300000-facebook-followers-from-scratch-with-kent-martin-2/">https://members.bestbusinesscoach.ca/inside-a-7-million-dollar-automated-funnel-building-up-to-over-300000-facebook-followers-from-scratch-with-kent-martin-2/</a>.



Special Series 10 of 10: Inside A \$7 Million Dollar Automated Funnel & Building Up To Over 300,000 Facebook Followers From Scratch - With Kent Martin

Today we are joined by a good friend and very special guest - Kent Martin. I first met Kent while working as Senior Marketing Director for J...











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